# American Perfume

and Essential Oil Residence November

PERFUMER PUB. CO. NEW YORK

JAN 5 1931

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See also page 9

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#### CONTRIBUTING EDITORS

DR. CLEMENS KLEBER Clifton, N. J. ESSENTIAL OILS

COL. MARSTON TAYLOR BOGERT
Columbia University
New York
SYNTHETICS

PROF. CURT P. WIMMER
Columbia University
New York
TOILET PREPARATIONS

DR. EDGAR G. THOMSSEN Winona, Minn. SOAPS

DR. BERNARD H. SMITH Brooklyn, N. Y. FLAVORING EXTRACTS

HOWARD S, NEIMAN New York PATENTS, TRADE-MARKS AND COPYRIGHTS

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#### IN THIS ISSUE

ASHINGTON this month gives us the new figures of production covering toilet preparations during 1929. The statistics show a substantial gain over those for 1927 and are indeed gratifying. We shall attempt to analyze them later. Mr. Fairman has some trenchant comments on the retail store as a manufacturer, not the least of our problems by any means. Arbitration is discussed by George A. Little, an official of the American Arbitration Association, who makes it very attractive and interesting. Mr. Gracey tells us about the Cuban market. There is an article on filling creams by Mr. Chilson and ample technical material as well. And do not neglect the Trade Note Section which has as much news as usual-maybe more!

# American Perfumer

and Essential Dil Review

Registered U. S. Patent Office

VOL. XXV

NO. 9

# Guaranteed Quality

"StaffAllen's"



T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

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# OTTO OF ROSE D'OR

HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : : New York BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria

# American Perfumer

### and Essential Dil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.

No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Established 1906

NEW YORK, NOVEMBER, 1930

Vol. XXV. No. 9

#### Can Substitution Be Checked?

ONE of the things about which makers of toilet preparations most bitterly complain is the substitution of products on the part of the retailers. The manufacturers, after years of effort in developing business, hate to see cheaper or inferior products passed to the public, when inquiries are made for their particular brands. They feel, and justly, that they have built a legitimate natural market of which they are not getting the benefit, largely on account of the activities of unscrupulous merchants.

Closely allied to this and of even greater consequence to the manufacturers is the question of counterfeit merchandise, a phase of substitution which is clearly criminal. Its results are even more serious since they entail a loss of good will incidental to the use of an inferior product, sold under the name and trade mark of one of known value.

The worst offenders when it comes to legal substitution are undoubtedly the cut price stores. Many of them are clearly selling certain trade marked brands of toilet goods below cost. Yet, they seem to be flourishing and prospering. The source of these profits can lie only in sales made after the cut rate nationally advertised article has brought the customer into the store. If the customer insisted on the nationally advertised brand, accepted no other and closed the transaction there, the end of the cut rate store would be in sight. Unfortunately, experience has proved that it is comparatively easy for the cut rate dealer to convince the purchaser that some other product will satisfy his wants and it is on these substituted products that the cut price dealer depends for his profit. The manufacturer thus loses the business and at the same time suffers a loss in prestige by virtue of the severe mark down on his goods.

Almost as bad an offender is the manufacturing chain or department store. The obvious advantage of selling their own lines and of using the nationally advertised goods as a bait has led many of these chains and stores to adopt a sales policy injurious to the manufacturer and harmful to his sales and good will.

For the counterfeiter, there is a legal remedy and we have frequently heard that "there ought to be a law" in the matter of substitution. Unfortunately such a remedy would be neither practicable nor, in all probability, constitutional. It would be exceedingly difficult to pass legislation which would be effective and not transgress the bounds of the guaranteed rights of owners of property. Price maintenance legislation might help but direct laws on substitution, if constitutional, would not be effective.

What then is the remedy for substitution? It may be said at the outset that there is no short cut to a solution of the problem. But there are numerous steps which the manufacturer may take in an effort to curb substitution. Some of them have been tried with more or less success, while others have been suggested but not tested by practical experience.

The first and most obvious step is to teach the public to insist on securing the products asked for. The "Accept No Substitute" idea is old and hackneyed, but it is still the key to the entire situation. And up to a point it is effective. But it is impossible to do a complete job of education. Certain purchasers will remember to insist on the genuine but others will not. Consistent and continuous advertising will help in making this idea a part of the consciousness of the buying public.

In this work, the co-operation of competing houses is important. Co-operative advertising has helped on many other problems. Its use on the matter of substitution would doubtless accomplish much to minimize the evil. Possibly a group of manufacturers or a trade association could establish a bureau in which makers of trade marked articles might register for a fee, the proceeds and such additional funds as might be subscribed being used for a campaign against substitution by the retailer.

There are many ways in which a check may be placed upon dealers who practice substitution. It is the policy of most manufacturers to give to the retailers a measure of support. Retailers depend upon this support and it is undoubtedly helpful to them. There is nothing to prevent the withdrawal of this support from those who are guilty of substitution. The most flagrant instances might even be made the occasion for unfair trade practice proceedings although the effectiveness of such meas-

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ures against many of these retailers is doubtful.

In addition, the manufacturer holds in his hands a most potent weapon against the unscrupulous dealer. While he cannot make agreements with him which might restrain trade, he can refuse to sell him for any reason or for no stated reason. This measure, to be successful, must be generally adopted. The individual manufacturer will benefit by it but it will not wipe out substitution unless other makers of trade marked articles also adopt it. It cannot be co-operative for obvious legal reasons.

Fully as effective as the fight against the unscrupulous dealers would be efforts on the part of the manufacturers to assist the retailers who do This assistance can take many not substitute. Advertising is the most obvious and, if forms. used with a judicious reference to the retail outlets in which the product may be found, should be of great service. Sales education, particularly needed but grossly neglected in the toilet preparations field, is another method which will assist the retailer to meet the competition of his cut rate or substituting competitors. Means also exist of making trade marked lines more profitable to the retailer who will work with the manufacturer and not against Additional discounts on sales inhis interests. creases and other methods have been successfully employed for other ends. They can also be used in this campaign.

Trade organizations in this and other fields have been strangely backward in tackling this problem. It is one of the most serious to the manufacturer of trade marked goods and is daily becoming more of a burden and more of a menace. Careful consideration of the problem by manufacturers working in co-operation or as an organization would almost certainly result in steps of benefit to the industry and to the public as well.

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#### A Real Association!

THE possibilities for service of an active and competent trade association has again been brought forcefully to attention by a little booklet issued last month by Cleanliness Institute, New York, a division of the Association of American Soap and Glycerine Producers. This was a list of more than 100 publications of the Institute and suggestions for their use. The Institute was organized in 1927. In three years it has accomplished more than the average trade association does in thirty. It started out with definite aims which have been gradually broadened as the original objects were attained. It is not too much to say that it has done more for the soap industry in education, standardization, intelligent sales plans and in other respects than could have been accomplished in any other way or by any other agency.

Why has the soap and glycerine association been more effective than so many others? As we see it, it is because the members of the association were deeply sensible of the need for the work which the association could accomplish. They realized what was necessary for the welfare of the industry and they determined to make it available. In doing

### OUR ADVERTISERS

#### GENERAL PLASTICS, INC. North Tonawanda, New York

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW 432 Fourth Ave., New York City

GENTLEMEN: You will be interested to know that returns from the keyed advertisements for our product, DUREZ, appearing in your publication, have been most gratifying, and I am expecting that our 1931 schedule will include some color work, if we can in fact, put it all in this classification,

Sincerely yours,

GENERAL PLASTICS INCORPORATED

H. S. SPENCER, Advertising Manager.

so, they secured as capable an organization as was possible and dug down into their pockets for whatever was necessary in the way of funds to do the work.

Definite objects, a definite program, year around effort, sufficient funds and a competent permanent organization have put this comparatively small trade association in the forefront of co-operative business activities. What a lesson for other trade organizations which function half-heartedly once a year and then lapse into twelve months more of silence!

### Be a Bargain Hunter!

L AST month we commented upon the fact that the price levels which had been reached in essential oils and other perfume raw materials presented an opportunity for discriminating buyers such as has not been seen in years and is not likely to be repeated in the near future. Naturally, we do not assume credit for the fact that some of the largest companies have already acted along these lines. Houses in the toilet preparations, soap, chewing gum, food and other industries which consume large quantities of essential oils and similar products have purchased and are purchasing not only for current requirements but well in advance. It is extremely gratifying to note that these industrial leaders hold the same views as to the advisability of buying now, as those which we advanced a month

Prices on these raw materials cannot go much lower. They are almost certain to stage a rapid recovery when business gets under way again. May we again suggest to our friends among the consumers that they scan the price lists and then purchase supplies for the coming months? They will get the advantage of absolute bargains in many instances and in addition will do their share toward raising the market to profitable levels and relieving the trade of current uncertainty. Incidentally, the resulting gain in prices will make their own purchases so much the more valuable and profitable.

# Toilet Goods Census Shows Progress

Sharp Gain in Value of Products of Industry Is Disclosed in Returns for 1929 Recently Issued

WASHINGTON, November 10.—The perfume and cosmetic industry registered a growth of 16.6 per cent between 1927 and 1929, according to comparative trade census figures made public on November 7 by the Bureau of the Census of the Department of Commerce. The value of these preparations manufactured by companies engaged exclusively in that business increased from \$142,036,937 to \$163,418,455.

In addition to these listed products, the same manufacturers produced \$27,621,014 of "other products," and companies engaged in such manufactures as secondary lines turned out \$44,043,384 worth of the same lines the total mounting to \$207,461,389 as compared to \$178,437,936 in 1927.

Accompanying this increased business were increases in the number of workmen employed, in wages, etc., all of which testified to the growing importance of these products in American manufacturing and mercantile enterprise.

The value of the various products manufactured by the makers of these products exclusively was listed as follows:

Perfumes, \$21,938,270.
Toilet waters, \$8,252,202.
Creams, \$35,131,862.
Rouges, \$12,500,649.
Dentrifices, \$31,440,961.
Face powders, \$22,979,522.
Talcum powders, \$8,021,121.
Other toilet powders, \$2,112,748.
Depilatories, \$1,502,821.
Hair tonics, \$10,471, 885.
Shampoos, \$5,536,616.
Hair dyes, \$4,440,996.

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Curiously enough, the number of establishments engaged in these manufactures enlarged by almost the

same percentage as the value of the products, from 705 to 803, indicating that the increased promotional activities of greater competition had a large part in the increased business.

The most illuminating fact shown by the census, however, lay in the great increase created in the value of products through their change from raw materials into finished articles, an increase that is seldom if ever equalled in other lines of business. In this case, during 1929, the perfume manufacturers turned out \$191,039,469 worth of finished products and by-products with an expenditure of \$58,125,942 for materials, containers, fuel and power, making \$132,913,527 added to the value of the products by manufacture.

Of course, the products total did not include \$13,-543,329 paid out in wages to 12,960 wage earners, or such unlisted items as interest, rent, depreciation and like business overhead expenses.

The comparative tables of 1929 and 1927 are shown as Table I below.

The following table shows the production of these products in all plants devoted in whole or in part to their manufacture together with the approximate percentage of increase or decrease as compared with 1927.

	Production		Percentage of Increase. Minus (—) Denotes
Item	1927	1929	Decrease
Total for Group \$	207.461.389	\$178,473,936	16.6
Perfumes	21.938.270	15,300,504	43.0
Toilet Waters	8,252,202	8,469,207	- 2.5
Creams	35,131,862	29,218,815	20.0
Rouges	12,500,649	11,492,644	8.0
Dentifrices	31,440,961	30,692,834	2.5
Face Powders	22,979,522	21,582,602	6.5
Talcum	8,021,121	8,002,743	
Other Powders	2,112,748	3,096,985	-28.0
Depilatories	1,502,821	1,071,969	40.0
Hair Tonics	10,471,885	11,638,678	10.0
Shampoos	5,536,616	3,824,540	45.0
Hair Dyes	3,330,906	3.118.760	7.0
Other Toilet Prepa-	-,	-,	
rations	44,242,186	30,963,655	43.0

#### Table I

192	9 1927	Per Cent of Increase
	803 705	13.9
At 0 = 40	960 10,463 329 \$10,965,085	23.9 23.5
Wages		10.2
Products, total value \$191,039		18.5
Perfumes, cosmetics, and other toilet preparations \$163,418,		15.1
Other products \$27,621, Value added by manufacture total \$132.913		43.8 22.5

#### United States Chief Supplier of Toilet Preparations in Guatemala

The United States exports of toilet preparations to Guatemala for the year 1929 were \$131,673, compared with \$46,339 for the previous year. This is due both to the proximity of the United States and the quality of the merchandise sold. There is keen competition between American and European manufactured products. The following table shows participation of lead-

 ing countries during the last three years in dollars.
 dollars.

 United States
 \$44,263
 \$46,339
 \$13,1673

 France
 90,173
 67,175
 33,827

 Germany
 50,831
 19,852
 21,595

 Spain
 12,942
 12,382
 5,864

 All other countries
 13,871
 10,184
 7,401

 \$212,080
 \$155,932
 \$200,360

(Consul General G. K. Donald, Guatemala).

# New Alcohol Regulations in January

Advice of Alcohol Advisory Committee Likely to Make New Regulations More Acceptable to Toilet Preparations Industry

Washington, November 12.—Following repeated postponements of the issuance of the new industrial alcohol regulations, it is now definitely stated that they will be promulgated in December, to be effective January 1, and that their contents will probably be considered more satisfactory to the perfume and essential oil industries than those now in force appear to have been.

Much of the latter is due to the representation on the Industrial Advisory Council of the perfume manu-

facturers, principally Everett B. Hurlburt, of the J. B. Williams Company, and Dr. Martin H. Ittner, of the Colgate-Palmolive-Peet Company, whose suggestions are being incorporated in the new regulations.

The reason for the lengthy postponement of the issuance of these regulations is not clear, but as noted last month they were deferred coincident with the first meeting in Washington of the advisory council, appointed by Dr. James M. Doran, Commissioner of Industrial Alcohol, to assist him in creating harmonious contact with all users of industrial alcohol.

The contents of the regulations are a closely guarded secret, but Dr. Doran has authorized the statement that the perfumers will benefit by changes being made in the rules.

"Many points in the revised regulations," he said, "that seemed objectionable to the toilet water industry we have concluded to eliminate."

Among these changes, he indicated, are some relating to the use of the more common aldehydes, the old rules concerning them having been a cause of considerable indecision in the trade and of differences of opinion between the users and the prohibition department.

Instead of surrounding their use with a large number of detailed limitations, the new regulations are expected to place more confidence in the integrity of manufacturers and give greater leeway for their incorporation in formulas common to the perfume industry.

The disposition of the higher alcohols was not indicated although it is expected that the work of the perfume representatives on the council may have considerable effect in lightening burdensome rulings.

The groundwork of the regulations has been laid in complete form and their publication awaits only final touches to details to be made on recommendation of representatives of all of the groups of manufacturers affected. Suggestions were invited from all interested quarters and these were gathered by the secretary of the advisory council.

In the early part of this month the suggestions were culled and placed before the members of the advisory council for comment and suggestion, a task that may require several weeks. Following that procedure, it was planned that the pertinent points, which the council agreed should be communicated to the government officials involved, should be given them in confidence.

It was expected, Dr. Doran said, that these suggestions probably would be adopted by the departments, inasmuch as complete confidence has been placed in the advisory council and every effort apparently is being made to make trade and department relations perfectly harmonious.

No apparent policy regarding the work of the Department of Justice has yet been apparent in relation to its responsibility for apprehending diverters of industrial alcohol, Amos W. W. Woodcock, Director of Prohibition Department under the new order, having spent virtually

all of his time in office in inspection tours of the offices under him.

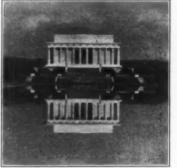
His only word on industrial alcohol was the estimate of 40 per cent diversion of industrial alcohol issued to perfumers, a statement which was immediately repudiated by the most responsible authorities.

Apparently the fears expressed in committee hearings on the enforcement transfer bill before Congressional committees last Winter have come to nought, for duplication of effort has not materialized and Dr. Doran apparently has been left the same free hand he had before in dealing with industrial alcohol.

It has been noted here repeatedly, too, that with all the criticism which is being aimed at prohibition in general, none has been directed at the users of industrial alcohol and, so far as is known, the Wickersham Law Enforcement Commission, although deep in a study of the entire prohibition question, has found nothing to attract its attention from this source.

#### French Perfumery, Perfume Material and Essential Oil Exports to the United States

Total declared exports from all American consular offices in France of the subject products for the first quarter of 1930 were as follows: Perfumery and perfume materials \$328,000, and essential and distilled oils \$350,000.—(Consul General L. J. Kenna, Paris).



## Census of Raw Materials Issued

### Tariff Commission Publishes Results of Its Findings on Production and Imports of Perfume Materials in 1929

THE United States Tariff Commission has just published the results of its census of coal-tar dyes and other synthetic organic chemicals covering operations of the industry for the year 1929. In publishing these findings, the Commission has not departed materially from the method of presentation of former years. There are still included some trade names and non-scientific designations which are not helpful to the industry. The results of the work as it pertains to dyes and chemicals for the perfume, toilet preparations and flavoring industries is given in the following summary and statistical tables taken from the published report:

#### Perfumes and Flavors of Coal-Tar Origin

There is no sharp line of demarcation between these two classes of coal-tar chemicals, many of them being used both as flavors for food products and as perfumes for soaps and other toilet articles. Separate classification is therefore in certain cases purely arbitrary.

Production of flavors.—The production of flavors in 1929 was 2,292,450 pounds, an increase of 31.27 per cent over 1928. Sales in 1929 were 2,253,414 pounds, valued at \$3,517,182. The weighted average selling price per pound increased from 66 cents in 1928 to \$1.56 in 1929.

Vanillin, one of the leading synthetic flavors, is made from guaiacol and also from oil of cloves. When derived from the latter, it commonly requires a coal-tar chemical. The production in 1929 was 337,083 pounds, as compared with 281,694 pounds in 1928. Sales in 1929 amounted to 345,766 pounds, valued at \$2,154,839, or \$6.23 per pound.

Methyl salicylate, an artificial wintergreen, showed an increase of 233,336 pounds over 1928. The output was 1,572,187 pounds, and sales amounted to 1,510,727 pounds, valued at \$526,043.

As in 1928, coumarin was reported by five firms. Production in 1929, amounting to 108,326 pounds, represents a decrease of about 13,000 pounds from 1928. Sales amounted to 120,617 pounds, valued at \$396,212.

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Production of perfumes.—The output of perfume materials of coal-tar origin in 1929 was 1,599,430 pounds. Sales amounted to 1,480,368 pounds, valued at \$1,082,602, or at 73 cents per pound. In 1928, sales were 1,619,476 pounds, valued at \$1,000,001, or at 61 cents per pound.

Diethylphthalate, made in greater quantity than any other perfume material, showed decreased production in 1929. Other perfume materials made in appreciable quantities in 1929 include: amyl phthalate, amyl salicylate, benzophenone, benzyl acetate, benzyl alcohol, benzyl benzoate, diphenyl oxide, and phenylethyl alcohol.

Synthetic musks-ambrette, ketone, and xylene-

were made for the first time in 1926. Their production marks an advance in coal-tar perfume materials in the United States. Greater quantities of each of these three musks were produced in 1929 than in 1928.

Perfume materials, other than those mentioned, showing increased production in 1929 include acetophenone, amyl cinnamic aldehyde, and dimethyl phthalate. Products in this group showing decreased output in 1929, as compared with 1928, include amyl phthalate, benzyl acetate, cinnamic aldehyde, and methyl phenyl acetate.

#### Food Dves

Food dyes include a limited number of selected dyes which meet the specifications of the Bureau of Chemistry, Department of Agriculture.

The total production in 1929 was 356,059 pounds, or 107.08 per cent more than in 1928. In 1921, the first year that figures for this group were separately compiled, production was 50,709 pounds. Sales in 1929 amounted to 324,497 pounds, valued at \$908,132, which is an increase of 58.42 per cent in quantity and of 39.03 per cent in value over 1928.

#### Statistical Sections

Statistics of production are necessarily very incomplete owing to the careful guarding of individual operations which must form a part of any such census. Where the number of manufacturers is so small that revelation of the total production would also reveal the output of individual manufacturers, it is obvious that no figures can be given. The following table shows the production of various materials and the total production for the group:

#### Coal-Tar Products

	Number of nufacturers	Sales	Pro- duction
Coumarin	7	120,617 $24,174$ $1,510,727$ $345,766$	108,326 27,765 1,572,187 337,083
Materials	-	2,733,782	2,891,880
	d Dyes		
Yellow AB Yellow OB Ponceau 3R Orange I Amaranth Tartrazine Indigo disulfonic acid. Total food dyes	5 4 6 5 5	8,757 12,074 30,947 87,894 89,605 74,476 2,677 324,497	32,853 92,873 104,554 79,049 2,963 356,059
Non Cool	Tan Dand		

#### Non-Coal-Tar Products

Amyl acetate and sec. amyl			
acetate	13	5,108,737	3,832,145
Citral	7	5,737	6.041
Ethyl formate	6	2,815	3,437
Ionone	5	87,227	40,416
Isoamyl butyrate	5	9;096	16,177
Rhodinol	7		4,364
Terpinyl acetate	22	*****	3,857
Total-No total given because	products	not classified	hy indus.

tal—No tota

# New "4711" Products and Packages

THREE interesting new products have just been placed on the market by Mulhens & Kropff, Inc., New York City, manufacturers of the "4711" line of toilet preparations. Probably the most interesting of these three products is the new "4711" shaving cream, a cream perfected after much research work and forming a fitting addition to the company's line. The cream is perfumed with the familiar "4711 Eau de Cologne" odor which is so popular with men. It is packed in an attractive tube of blue with gold scrollwork and monogram in complete harmony with the other familiar packages in the line.

Another product, just perfected by the company is a new superfatted bath soap. This comes in four odors, suitably differentiated by the color of the soap itself. These are Eau de Cologne in cream color, Geranium Rose in rose, Violet in violet and Jasmin in an attractive shade of green. A specially designed package in green suede paper with a cellophane window of unique pattern so that the soap can be seen without opening the box, has been originated for this product.

The name of the product and of its sponsor are printed in gold on this attractive box,

In packaging the honey jelly, another new product, the company has departed from its familiar blue and gold label and has produced a tube in keeping with the contents, light cream in color with black lettering. This product is a preparation for use in softening and conditioning the hands, and has met with considerable success during the comparatively brief period during which it has been featured.

In addition to these new products and packages Mulhens & Kropff, Inc., has developed two special "Men's Sets," which include in each instance the shaving cream and Eau de Cologne talcum powder. The larger of the two also holds a bottle of "4711 Lotion Vegetale" while the smaller contains a bottle of "4711 Eau de Cologne." These sets are most attractively packed in handsome paper boxes, are moderately priced and early sales indicate that they are to be among the most popular toilet goods gift items during the coming holiday season, for which they were designed.



## The Retailer as a Manufacturer

Department Stores Offer a Difficult Form of Toilet Goods Competition by Leroy Fairman

RIDING through a suburban town last Sunday, I noticed, in the middle of a block of stores, one which was more attractive and inviting than all

its neighbors. Although it was not open for business, it was brightly lighted, and wide windows which were free from all obstructions afforded an excellent view of a store interior filled, but not crowded, with a great variety of merchandise. Over the door of this store stood the name of Sears, Roebuck & Co., and the goods within were a small cross-section of the tremendous heterogeneous diversity of products purveyed by that great organization.

Sears, Roebuck & Co. in the retail storekeeping business in a little Long Island town would, a few years ago, have been an incredible idea. Today, it seemed to me, it was typical of a great number of similar developments in American business. We have mail order houses in retailing; manufacturers in retailing; jobbers in manufacturing and retailing, and retailers in manufacturing. The old divisions between these and others classes and classifications have all been swept away.

Do American business men, in prosperous times, make so much money that they have to embark in new enterprises in order to invest their surplus funds? Or do they make so little in their own lines that they encroach upon others in order to keep the sheriff from the door? Or are these new and strange conditions a logical development of the craze for mere bigness which is one of the least commendable characteristics of the American people?

Whatever the explanation, present conditions are far from healthy. They seriously impede the free and unobstructed flow of merchandise from raw matrials to ultimate consumer. They do not, it seems to me, represent a normal growth and expansion of business. They may well be an underlying and obscure factor in the business depression from which we have suffered for over a year. For prosperity may depend, in part at least, upon each man's attending well and strictly to his own job, and cooperating with his neighbor for the common good instead of endeavoring to compete with him in an undermining, destructive manner.

The present chaotic conditions, it would appear, are especially hard on the manufacturer. Not only are the jobbers competing with him, but the retailers are going in for manufacturing—or what amounts to the same thing. Thus the manufacturer's goods not only have new obstacles to encounter on the way to the retail store, but encounter a new and vexatious form of competition after they get there.

In a recent number of a drug journal a great

wholesaling concern is represented by a 24-page insert, the most interesting feature of which is a double page spread showing pictures of some of the drug

store merchandise now manufactured by these "wholesalers." There were literally scores of these articles; combined, they represent active competition with a great number of manufacturers whose goods this wholesaling firm is supposed to distribute through a greater part of the United States.

This is not the only instance of the jobber-manufacturer complication. It exists in other fields. It adds to the serious problems of the grocery business. Many a manufacturer is asking himself how he

can expect a satisfactory distribution of his goods when his only distributive machinery is in the hands of his most active competitor. Many a manufacturer is finding his business slipping because his only sales force is much more interested in crowding him out than in helping him to increase his sales.

In the toilet goods business, the other form of manufacturing competition referred to above is now causing much concern. Of course, there is nothing new about the retailing-manufacturer. It is simply another development of the private label. Complete lines of proprietaries and other kinds of drug store merchandise have for a long time been marketed through drug store chains, syndicates, etc. The retailer who offers a line of toilet goods bearing his own label may make them, or have them made for him; in either case they are his own; he stands behind them, pushes them and no doubt makes a high percentage of profit on them.

This form of competition is now assuming considerable proportions in large cities. Department stores are creating lines of toiletries and advertising them quite extensively.

In New York City a number of these families of products are sponsored by prominent department stores. B. Altman & Co. have a line which they call "Alsam." They now list fifteen products in this line—soaps, creams, skin tonics, a dentifrice and a mouth wash, a talcum and a face powder being the leaders. The goods are rather high in price; the talcum is 75 cents, the face powder \$1.50 and the creams \$1.50 and \$2. These goods are described as "Made of selected ingredients, ingeniously blended, each an efficient aid to perfect grooming . . . packed in new containers of decorative design . . . all worthy exponents of "Toiletries in the Altman manner."

Lord & Taylor have entered this apparently inviting field with the "Lortay" line, now consisting of but a few items, but to be extended, according to the salespeople, until it includes a full representation.



TWO PROMINENT STORES ADVERTISE THEIR OWN LINES

Saks-Fifth Avenue presents in full page magazine advertising, "We Moderns," described as "created for the individualist . . . different . . . thoroughly apart . . . but a perfume for the woman of fashion . . . and her modernism . . . since the odeur, neither heavy nor gay, mysterious nor naive, has that subtle quality that creates chic."

Macy's, as usual, does the thing in a big way. Just now, in New York and suburban railway cars, a large card shows a photograph of scores of Macy toilet articles of all descriptions—tubes, bottles, jars and cans. This is the text of the card:

## All of these are MACY'S TOILETRIES

Our own products, made by us or for us, according to Government standards and U. S. P. regulations. Qualities are greater for the same money or same for less money than on similar products elsewhere.

The purpose and ambition behind these typical cases of private label toiletries, manufactured by or for department stores, may not always be the same. In most cases a desire to make more money for the toilet counter is probably the actuating purpose, and complete control of materials, costs and retail prices, to gether with the elimination of all middlemen's costs and profits, provides the opportunity for making a much higher profit than can be made on the established

lines of goods. But it may well be the occasional casethat the store believes it has the formulæ for a highly popular and successful line, and feels a legitimate manufacturing urge to get into the business and see if a big thing can't be made of it.

Whatever the idea behind such an enterprise, the result is the same; the department store enters into-direct competition with the other manufacturers whose goods it carries.

In defense of this course, the department store has plenty of arguments to offer. For example: "We have a perfect right to offer our own goods over our own counters. In the case of toiletries, we know precisely what our trade prefers, and we meet these preferences. with our own line. We have good reasons for believing that this line pleases more of our customers than does any other line on the market. True, we make more money on it, and we're not pretending that making money is not our object in being in business. But that is incidental; and the manufacturers whose goods we carry have no cause for complaint on that or any other score. We give their goods a fair show in our windows and on our counters and in our showcases. Anybody who asks for them gets them; we make no attempt to substitute ours for theirs."

This is a good story, and it is only fair to state that it is mainly a true story. But there is anotherside to it.

If a toilet counter does a business of \$100, or \$500, a day on the various lines of toiletries it carries, does that figure go up to any appreciable extent if it adds a:

line of its own preparations? It does not; it remains, on a daily average, substantially the same. Therefore it is perfectly clear that the sales made of its own goods subtract just that much from the total sales which would otherwise be made of the other lines carried.

It is at the toilet counter, the exact point of purchase that the house line comes into competition with other goods. The nature and extent of that competition depends upon certain variable factors. If the house line is especially attractively packed, if its attention values are superior, it will for that reason pull trade from other lines. If it is given superior display, either in position, arrangement or quantity, that fact will result in sales which would otherwise go to competing lines. If the store is exceptionally high class, and for that reason is able to throw an atmosphere of smartness, exclusiveness and swank around anything it may put out under its own name, that is a factor which will swing many a sale to its own line of toiletries. All this may be termed inactive competition—but it is none the less potent-perhaps often more effective than active attempts at substitution.

As for active competition, how can that be avoided? No woman feels quite comfortable and satisfied with any purchase unless it is preceded by a good deal of shopping, the asking of many questions and the acquisition of a lot of more or less useless information. When a woman customer sees an assortment of toiletries bearing the store's name, or a label she never saw before, she will almost invariably ask questions about it. And when she does that, the sale is practically made.

Many women go to a toilet counter with the intention of buying some article or other, but with no settled idea as to the brand they want. It is almost a foregone conclusion that they will walk away with a package of the store's own goods. Many more ask the clerk about brands and qualities—frankly ask for advice. What will that advice be?

Any clerk worth his or her salt makes suggestions to customers. Would a clerk at the toiletries counter be so slack, so "dumb", as not to say, whenever opportunity offered, "Have you seen our own line of toiletries? We are selling a great deal of them to our most critical customers. The odor is really fascinating—won't you sample it?" This, it may be argued, is not attempted substitution, but in plain fact it works out in the same way—it influences customers to buy one piece of goods in place of another.

There are any number of ways in which a clever clerk can change a customer's mind. While apparently doing full justice to a competing product, apparently giving the customer every opportunity for buying it, a substitution can be effected with so much finesse that the buyer will be wholly unaware that she has not exercised her own free choice. Thus it is that even when the store's denial of attempted substitution or of any other effort to maneuver its private label goods to the front is literally true, the existence of its own line works a hardship upon other manufacturers.

The manufacturer of an established, well known line of toiletries will naturally view this situation with deep disfavor. He has spent years of time and a fortune in money in building up his business. He spends hundreds of thousands of dollars every year to hold

his trade against the severe competition which springs up all around him and to popularize his goods among the armies of new users which every year brings. Now comes this new type of competition to worry him. He sends a buyer to the store, "sold" on his product by an expensive magazine advertisement and quite prepared to buy it—and at the very moment of sale a clever salesgirl switches his customer to a house product!

This situation brings up the old question: Whom does the customer belong to? The retailer claims that his customers are his own, and none others; that they come to his store for reasons entirely dissociated from the advertising of any national advertiser, and that when they come up to his counter he has a perfect right to sell them the merchandise which in his opinion will give them the best service or the most satisfaction for their money.

The national advertiser, on the other hand, claims that when, through the expenditure of his own money, he convinces any person that his goods are the best buy for the money, and sends that person to a store with the full intention of buying them, that person is his customer, and no retailer has a right to practice the black arts of substitution.

This question will never be settled; but no matter how plausible may be the justification of the retailer-manufacturer, it is pretty tough on the established maker of a line of toiletries to encounter this last-minute competition at the counter of a store which he looks upon as one of the principal outlets of his goods, and where his line has been introduced, perhaps, at the cost of considerable hard work over a long period of time.

#### Medicinal and Toilet Preparations Foreign Trade, Eight Months, 1930

Imports of medicinals and toiletries into the United States in the first eight months of 1930 suffered a greater decline than did exports of those commodities during this period, particularly toilet preparations. The exportation of medicinals declined about 17 per cent, while imports of medicinals declined approximately 18 per cent. Exports of toiletries declined about 13 per cent as against a decline in imports of 33 per cent.

Details of the trade are indicated as follows:

	EXP	ORTS	
Med	licinals		Preparations
JanAug. 1929	JanAug. 1930	JanAug. 1929	JanAug. 1930
\$14,454,000	\$12,156,000	\$7,516,000	\$6,608,000
	IMP	ORTS	
4.350.000	3.554.000	4.841.000	3.257,000

The leading markets for American medicinals are in the order named: United Kingdom, Cuba, British India, Canada, Mexico, Colombia, Argentina, Philippine Islands, Peru, China, Venezuela, Australia, and Brazil. The leading markets for American toilet preparations are as follows: United Kingdom, Canada, British India, Philippine Islands, Australia, South Africa, Cuba, Argentina, Colombia, and Java and Madura.

The principal sources of the United States imports of pharmaceuticals and proprietary medicines are the United Kingdom, Germany, Italy, Switzerland, and France. While France, United Kingdom, Germany, Spain, and Italy supply most of the fancy soap, castile soap, perfumes and toilet preparations.

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## **Xolisma**

# An Account of a Preliminary Investigation Made to Determine the Value of the Flowers of This Shrub as a Source of Flower Oil by Dr. E. G. Thomssen and J. R. Johns

DURING the month of March, in northern Florida, an indigenous shrub with an unusually fragrant blossom was called to the attention of one of us.

The suggestion was made by Mrs. E. L. King, who is interested in plant cultivation for the production of aromatic oils, that this shrub which grows profusely in the undergrowth might be the source of a new perfume oil. Not being familiar with the plant the natives were first consulted as to its name. They termed it "sweet myrtle." A consultation of the authorities on botany, however, showed this name to be in error. The shrub closely resembles the sweet myrtle or wax myrtle scientifically known as Myrica Cifura which is

indigenous to the Atlantic seaboard from Florida to Canada. It is, therefore, not surprising that the name sweet myrtle is erroneously given to this plant. A twig was sent to C. A. Sievers of the U. S. Bureau of Plant Industry and he kindly had it identified as Xolisma, fam. *Ericacae*.

Xolisma is referred to in earlier works as Andromeda and is also known as sour wood or sorrel tree. There are several species of this shrub. The X. ligustrina grows in the valleys of the more northern states and extends into Canada. This one is not fragrant. The X. ferruginea is confined to the region from South Carolina to Florida and is the one which was studied. Its blossoms have a characteristic fragrance which faintly reminded one in penetrating strength of phenyl acetaldehyde and yet a peculiar sweetness like lily or hydroxycitronellal.

Xolisma grows in quantities in the undergrowth of the Florida jungle. It prefers exposed places and is usually found most profusely along the edge of the undergrowth. The bush grows to a maximum height of about ten feet and has a small glistening leaf like bay or myrtle. The flowers form in clusters resembling wax berries in general appearance. They are white and spherical, being about ½ inch in diameter. It is not uncommon to find as high as one hundred blossoms in a single cluster.

In order to determine the perfume value of X. ferruginea several pounds of the blossoms were gathered. Owing to the prolonged rain during the blossoming season, it was not possible to obtain the most desirable flowers. These were gathered by stripping the clusters by hand. It is a slow and expensive method of collecting them. Other difficulties consisted in quickly obtaining proper equipment and chemicals to make the extractions. After considering these problems it was decided to make an extraction with chemically pure benzol which was readily available in quantities. Percolators were constructed from glass enamelled

funnels which could also be obtained quite easily.

An extraction was made at room temperature which averaged about 24° C. Five parts of flowers by weight,

including some of the stems which represented approximately 10 per cent of the weight were extracted with one part by weight of benzol. This was done by placing a small wad of cotton inside the entrance of the stem of the funnel and corking the outlet. The funnel was loosely packed with the flowers and the benzol slowly poured over them until they were covered with the solvent. The funnel was then tightly covered and the benzol was allowed to be in contact with the flowers 30 minutes. The cork at the outlet of the

funnel was withdrawn and the extract was allowed to flow into a second funnel percolator filled with flowers. The extracted flowers were carefully pressed out to free them from the excess liquid, care being taken not to bruise them. They were then washed with fresh benzol to compensate for the loss of solvent. This process was repeated until all the flowers had been extracted. A dark yellow extract (about 400 cc.) was obtained. Even through the strong characteristic odor of benzol, it was evident that the extract thus obtained had considerable odor value.

For fear that something might go amiss with the extract it was decided to concentrate it. The watery layer was separated by decanting and kept for further examination. This was found to have no value. The benzol was removed by carefully evaporating it over an improvised water bath. The resinous extract was taken up in a minimum quantity of fresh benzol and preserved for examination in the laboratory.

Since only a small quantity of extract partially diluted with benzol was obtained, it was necessary to work with unusual care to prevent any waste. We decided to first remove the excess benzol and water by careful heating under high vacuum. This gave us a mixture of flower oil, resin, fatty material, organic matter and some moisture. This mixture was carefully extracted with refined petroleum ether in a separatory funnel. The water and organic matter were removed. The petroleum ether was then distilled off under vacuum. In this way we obtained a residue of fatty material, resin and flower oil.

The residue was repeatedly extracted with methanol until about 300 cc. was used. This removed the bulk of fatty material. Upon filtering the methanol solution in the cold most of the fatty matter consisting largely of wax separated out. The methanol was then removed under vacuum. A resinous substance of considerable odor value closely resembling the fresh X. ferruginea resulted. (Continued on Page 552)

# Cutting the Cost of Creams

Efficient Filling Machines Can Pay Their Way
Even in Moderate Sized Plants
by Francis Chilson

A MONG the many things learned by toilet goods manufacturers from the recent depression and the period of intense competition leading up to it,

is the one indisputable fact that the time is at hand when increased profits must be obtained as well through more efficient methods of handling their present volume of business, rather than by increasing that volume only.

For a long time it has been a fetish of management that increased volume of itself brings about decreased costs. And this dogma would be true if increased volume could be had without disproportionate expenditure for its attainment. There seems to be little point in increase

ing volume if the internal economies to be effected by such increases are devoured or nullified by the expense of obtaining them. On the other hand, there is no pressing need to worry about increasing volume if by improved internal methods an equivalent gain in net profit can be made.

A number of manufacturers now realize that they cannot expect more than an extremely slow increase of business above present levels; they further realize that their future advertising outlay will have to be larger in order to maintain those levels, and that increased profit can be obtained from within. They are more than ever alert to take advantage of every means of reducing costs. Yet, with all their efforts they have made but little progress toward economical management. Many are the ways for reducing costs which never have been tried. Our industry is young, comparatively speaking; we have had to borrow our methods from the older drug industry on the one hand and from the pharmacy on the other.

One of the difficulties in the way of reducing the cost of filling creams lies in the number of different kinds of cream every complete line must carry. By cream we mean, of course, other materials also such as mud packs, tar ointments and the like, which the production man is accustomed to group with toilet creams because all are made with virtually the same machinery. We have in a complete line: acne creams, tar pomades, bleaching packs, mud packs, bleaching, cleansing, cold, tissue and vanishing creams, etc. The great volume of cream business is done in the staples: cleansing, tissue, cold, astringent and vanishing creams. Most of the stops are filled hot and therefore can be handled rapidly at low cost. It is the specialties which gum up the cream works. Most of such specialties cannot be filled hot; many of them-as those containing tar-would take forever and a day to clean out of filling machinery which must be used for a general line; others-the masks, for example-are of such density that they cannot be filled on hot fillers. These are the items which hold up production, increase costs, and minimize the effectiveness of machinery and other

equipment designed to handle rapidly large batches of the staples. To the factory manager intent on cost reduction they are a curse. Even if such preparations could be handled on high speed equipment, the batches are usually so small as to make it uneconomical to mess up equipment essentially difficult to clean. To avoid this many production men fill such specialties by hand or use a tube or hand filler for the purpose.

Many chemists are congenitally opposed to filling any cream hot. When perfume

oils are incorporated in warm creams some of the delicate, highly volatile constituents are immediately lost. Moreover, many specialties contain chemicals which will decompose upon even a moderate amount of heating—hydrogen peroxide, for example.

Hot filling from the factory manager's viewpoint presents serious problems other than those already discussed. Without thermostatic control filling varies as the temperature of the cream varies. Jars of cream cooling upon an exposed cooling device pick up dust from the air. In urban localities this is a very serious problem. City air contains much soot in addition to other kinds of dust. Even when outside air is excluded, exposed creams pick up dust from powder rooms operating in adjacent sections of the building. When creams are filled warm, an interval of at least half an hour is lost in the warming at the start until the jars reach the capping equipment. Refrigerating devices are sometimes used to cut down this interval and to diminish the amount of floor space allotted to the manufacture of creams. No need to mention here the cost of such cooling and refrigerating equipment or the value in urban localities of the space taken up by it. And quick refrigeration, moreover, is dangerous, because it is liable to cause breakdown of the emul-

It is obvious from the foregoing that what is needed are machines for filling creams cold at very high speed. Such machines should be easy to set up and easy to clean. The latter requirement meaning, that every part in contact with the creams must be easy to get at. Machines of this character should have all of the advantages of hot fillers on large batches, and they should be equally adaptable for filling small batches of the specialties. Fortunately such machines are available.

In a recent article we pointed out that every industrial procedure from mining to the manufacture of butter can be analyzed into a few basic operations.

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PLUNGER TYPE FILLER FOR CREAMS

which vary from industry to industry only in the degree required by each individual case.

There are machines, for example, used in other trades for filling such radically dissimilar and essentially difficult things as cup grease, preserves, peanut butter and mayonnaise. These machines deserve to be more widely known in our trade and we will briefly outline their operation, considering the various makes as one. In reality, several types are available made by

well-known manufacturers who are familiar with the problems of our trade. There are for example the rotary head gear type, the rotary head piston type, the straight line piston type and various types of pressure machines. But since space will not permit, detailed discussion of each class we shall treat them all at once and confine our remarks to the piston types.

Let us remember that the purpose of this article is to demonstrate that creams of all kinds can be filled cold, uniformly and at a very high rate of speed, climinating thereby all cooling and refrigerating devices, and providing machines sufficiently flexible to enable manufacturers to fill all creams, pastes and clays without regard to viscosity at high speed.

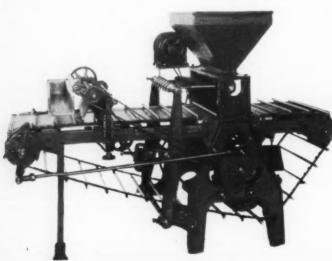
The machines operate thus: From receptacles, whether forming integral parts of the machines or not. powerful suction devices pull or force the material into filling chambers as the jars move into position under the feed nozzles. Some types do not raise the jars: others have devices which elevate the containers so that the filling nozzles come close to the bottoms. Plungers or pressure devices force the material through the nozzles as the head rotates, or as the elevators drop away, depending upon the type of machine used. The jars pass on and the little projections left on the surface of the cream are wiped off. In some cases this may be done automatically. When a glossy finish on the surface of the cream is thought necessary, it may be obtained either by heating devices or by dropping cellophane wafers on the surface. (This has the advantage to demonstrators and saleswomen of preventing prospective customers from poking tentative fingers in the creams.)

The capacity of these machines ranges from 30 twoounce containers to 120 and more per minute. The filling action is synchronized to insure elimination of air pockets and to provide accuracy of filling within the limits imposed by variations in glass containers. All parts in contact with the product are made of suitably resistant alloys or coated metals. These fillers can be adjusted to sizes from two ounces to

gallons—the latter filling at about 15 per minute. All parts are accessible; the fillers can be taken apart and thoroughly cleaned in a few minutes—no intricate parts are involved. The construction and capacity of the filling hoppers vary; but machines of this type are ideal for small batches of many products.

These fillers will fill all substances from those as light as water to those as dense as masks. Since they can be set up and cleaned so easily and thoroughly, all creams and the like may be filled with impunity without fear of contamination from varying odors, chemicals or colors.

Sales advantages are apparent in that preparations filled on such machines do not have the depressions common to creams cooled in jars; moreover, bubbles, uneven and sloppy filling are eliminated. They should have the attention of toilet goods makers.



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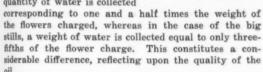
# Bulgarian Otto of Rose\*

by Dr. Ernest S. Guenther, Chief Research Chemist, Fritzsche Brothers, Inc., New York, and Robert Garnier, I. C. P., Charles Garnier & Fils, Paris

N examining the methods described before, it becomes

direct fire in large stills. It is different, however, in the case of distillation in small "farmer" stills, especially when the residuary waters from a previous flower distillation operation are re-employed for a new flower distillation operation. "Farmer distillation" consists in continuous and lengthy redistillation of distillation waters.

After the first distillation, in the case of small stills, a quantity of water is collected



The oil from the big stills is much stronger and more pungent than the oil from the small stills, and if employed in perfumes gives more satisfactory results. Also, the appearance of the oil is quite different. Oil from the big stills has, generally, a more or less pronounced green shade, whereas the oil from the small stills has a pale yellow shade. Yet, in deciding whether an oil of rose has been distilled in small or big stills one should never rely solely upon these colors. In steam stills of large capacity, with condenser and "gooseneck" carefully tinplated, the green color in question is very faint and sometimes becomes invisible.

We may thus make a resume of the differences between the oils prepared by the three methods as explained above. The oil coming from the small primitive stills distinguishes itself clearly from the others by an odor which is sweeter, more honeylike and also considerably less strong. As to yield, the oil produced in the small farmer stills is, as one can easily imagine, much more advantageous for the distiller. In fact, since the distillation has been forced much further in the case of small stills, particles and parts are carried over, which, in the case of big stills, would remain in the residuary waters, or to be exact in the flowers. These portions which have been subjected to long action of water and steam can hardly represent any interest from the point of view of odor, and play at best in the "Farmer Oil" the role of a natural diluent. The question of the different content of phenyl-ethyl-alcohol in otto of rose as distilled in modern stills and in



DR. E. S. GUENTHER

"Farmer Rose Oil," especially in "Farmer Oil" as obevident that the operation is quite the same for tained by re-employing residuary water of a previous distillation with steam and for distillation with flower distillation operation, has not yet been suf-

ficiently examined. Exact comparative experiments would be very interesting in order to be able to decide whether the higher yield of "Farmer Oil" is due solely to a higher content of inert waxy material or also to a higher content of phenylethyl alcohol.

The yield obtained in the small stills is, as a rule, one kilo of oil from about 3,000 kilos of flowers and this proportion may fluctuate be-

tween 2,500 and 3,200 kilos. Under the same conditions of temperature and harvest, the yield obtained in the big stills would be one kilo of oil from about 4,000 kilos of flowers. Thus proportions of 3 to 4 have been obtained by us during years of our own distillation according to the various methods and practical comparative experiments.

Distinguishing between the oils manufactured in the big stills is much more difficult, for it depends on whether these apparatus are heated with steam or with direct fire. There indeed, the method of operation is apparently the same and consequently it is evident that the differences are much less marked in regard to quality of oil as well as to yield. In general, Bulgarian distillers have preferred distillation with direct fire because this allows them to employ a much lower priced equipment which can be replaced easily and is more simply kept up.

For a large and modern industrial enterprise, however, distillation with steam is decidedly preferable. First of all, it allows for a quicker operation, and consequently, for treatment of a much larger quantity of flowers during a given period. In fact, direct fire stills can hardly exceed a capacity of 1,800 liters, which means a maximum of 250 to 300 kilos of flowers. By increasing this quantity, the time for distillation is prolonged, the flowers are overheated and the yield diminishes.

We have seen that one operation in an open fire still of 1,800 liters, in which 250 to 300 kilos of flowers are treated, lasts about three hours, while for a steam still of 3,000 liters in which 400 to 500 kilos of flowers can easily be charged, the operation lasts but two and a quarter hours.

Not only the time gained should be considered but also the quality of oil. In the case of distillation with direct fire the flowers are exposed to more prolonged

<sup>\*</sup> Continued from our October issue.

heating. There is prolonged action of the boiling water on the constituents of roses which brings about a certain decomposition of its elements, especially toward the end of the distillation. Furthermore, the regulation of the direct fire below the stills is very delicate and difficult. It is therefore almost impossible to avoid the fact that at the beginning of distillation, the expanding air is rapidly forced out of the still and this air blowing out at the beginning is very likely to carry over parts of the finest odoriferous constituents of the rose oil ("first note" in oil of rose).

In our comparative experiments, extending over years, we found that oil distilled in steam stills is superior in quality when compared with oil produced under the same conditions in direct fire stills. The oil of the steam stills is stronger, has a more agreeable odor, and does not have the somewhat sour and sharp note which oil from the direct fire stills often shows.

As to yield—the yield of oil from direct fire stills seems to be slightly superior which, without doubt, is due to the fact that in this case the walls of the still are exposed to a higher temperature, resulting perhaps, in dissolution of certain salts contained in the plant. This brings about raising of the boiling point of the still content and the distilling over of some heavier parts of the oil.

This difference in yield, however, is very small. Last year we obtained from flowers treated under exactly the same conditions by the two methods a yield of—

1 kilo of oil from 3,890 kilos of flowers with direct fire distillation.

1 kilo of oil from 3,972 kilos of flowers with steam distillation.

In very well equipped and modern Bulgarian rose distillation enterprises we find as a rule the two types of stills represented: direct fire stills and steam stills. This combination gives the distiller a practical advantage: During the first and last days of the harvest when the flower supply is only small, distillation is carried out in some direct fire stills, which is more economical because in such a way it is not necessary to set the steam boilers in operation; a few direct fire stills, heated by wood, might be sufficient. However, during the height of the season, when huge quantities of flowers have to be worked up quickly, a battery of steam stills renders the best service.

Before we close this chapter on the various methods of distillation, we should like to add a few words about our own experience along these lines and the results obtained.

Our experiments carried out with various types of stills—direct fire and steam stills—showed us that one of the principal obstacles against the smooth running of the distillation process and against the efficient exhausting of the plant material consists in the fact that in all types of stills employed—except in small farmer stills—the rose flowers have a tendency to form a bulky mass which, continually revolves instead of the flowers being distributed in the hot water. Water and steam can hardly penetrate into this mass and the flowers in the interior yield their oil only reluctantly and often incompletely. Thus the period of distillation together with action of boiling water upon the flowers has to be prolonged, which is wholly detrimental to good quality oil.

This inconvenience is avoided in the small farmer stills on account of their limited capacity and the large quantity of water employed. Thus distillation in small farmer stills is to a certain extent more regular, although other factors such as direct contact of the stills with the fire, too primitive condensers and especially too large a quantity of water distilled, nullify this advantage.

In our estimation ideal distillation of roses should be carried out according to the following rules and principles:

- Efficient agitation of the flowers so that all the flowers are rapidly and completely submitted to the action of boiling water and steam and thus completely exhausted.
- 2. Distillation should be carried out rapidly in order to avoid prolonged action of boiling water upon the constituents of the roses.
- 3. Quantity of water introduced into the still should be as limited as possible.
- 4. Quantity of water distilled off should be as small as possible, thus yielding an oil of greater strength, because this prevents parts of the oil distilled off from redissolving in the waters distilling over at the end of the operation. These last fractions of distillation water contain merely constituents without value from the oleo-factory point of view and are liable to wash out the oil floating on top of the Florentine flask, thus redissolving parts of the oil already obtained.

#### Distillation in Rotating Apparatus

All these conditions of distillation can be accomplished by employing "Rotating Apparatus" such as was originally introduced years ago by Charles Garnier, for the extraction of flower material with volatile solvents. A complete description of this type of extractor can be found in Gildemeister & Hoffmann, The Volatile Oils, Volume I. With a few modifications we adopted this apparatus also for steam distillation and all advantages which the "Rotating Apparatus" offers as compared with "Fixed Apparatus" in extracting with volatile solvents can also easily be achieved by this new method of distillation.

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The apparatus consists of a fixed vertical drum in the interior of which a system of "Paniers" (baskets) or perforated metal containers revolves on a horizontal axle. These perforated metal baskets are charged with flower material and upon the turning of the horizontal axle, one after the other continuously dip into the liquid (volatile solvent or in case of distillation, boiling water) on the bottom of the apparatus. The flower material is thus continually kept in motion, which accounts for its complete and rapid exhaustion. While in ordinary "Fixed Apparatus" parts of the plant material can often be found, which at the end of the distillation still show the original pink color of the rose flowers and a distinct rose odor, the flowers discharged from "Rotary Apparatus" are more completely exhausted, as can easily be observed by their color and the absence of odor.

The period of distillation in the "Rotating Ap-

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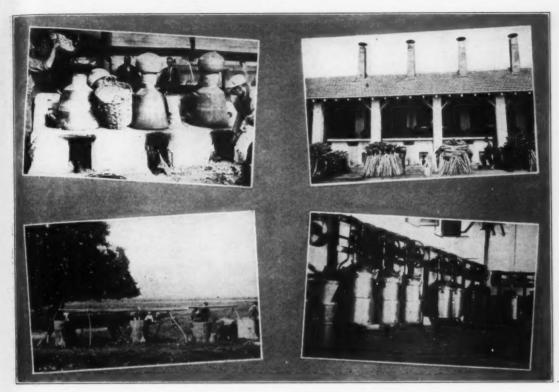
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ANCIENT AND MODERN DISTILLATION METHODS

paratus" as compared with the period of distillation in the "Fixed Apparatus" can be reduced to one hour.

A main advantage of the "Rotating Apparatus" consists in the limited quantity of water to be charged into the still together with the flower material. Only the bottom of the apparatus is covered with water into which the perforated baskets filled with flowers immerse upon the turning of the central axle, while in regular stills the whole flower charge has to float in water. It is sufficient to charge 600-700 liters of water for 400 kilos of rose flowers, while in a fixed still more than 1,200 liters of water are required. Thus fuel is saved in the "Rotating Apparatus" for heating the still content up to boiling temperature.

After distilling off only about 200 liters of water for 400 kilos of flowers, the plant material is exhausted. Distillation could be stopped even after distilling only 150 liters. This constitutes a main advantage of the "Rotating System." We remember that distillation in ordinary stills requires a much larger quantity of distillation water.

The oil obtained from "Rotating Apparatus" differs in its odor from the oil produced in regular stills: It is more flowery and delicate, as it is also stronger and more lasting.

Furthermore, its physical and chemical properties are different: The oil from the "Rotating Apparatus" has a markedly lower congealing point, it contains less stearoptene, therefore less inert material, which accounts for the greater strength of the oil.

By employing the "Rotating Apparatus" the quantity of "Direct Oil" compared with the quantity of "Water Oil" is much larger. One part of "Direct Oil" is obtained for two parts of "Water Oil," while in the case of ordinary distillation with "Fixed Apparatus" one part of "Direct Oil" corresponds to three or four and even more parts of "Water Oil." This proves clearly how advantageous it is in this new process to distill only a small quantity of water as compared with the weight of flowers charged. This feature cannot be achieved in the current types of stills without seriously diminishing the yield of oil.

#### Calculation of Distillation

The price of otto of rose is determined principally by the price of the flowers, which varies every year and is practically identical throughout the whole region. The next important factor to be considered is the yield of oil which also undergoes fluctuations and which on account of exceptional weather conditions in certain years can be very abnormal. On the average we can assume a yield of 1 kilo of oil for 4,000 kg. of flowers.

Let us suppose that the flower price in a given year (as it was during 1930) is 22 levas per kilo and that the yield is normal. Our calculation for 1 kilo of otto of rose would then read as follows: 22 x 4,000=88,000 levas=about \$710.

However, this is only part of our calculation. We have to add: commissions and tax for flower purchase, transport of flowers to factory, fuel for distillation,

labor, technical direction, wages for mechanics, wear and tear, reparations, items for which Bulgarian distillers generally would figure about 20% in addition to our price of \$710. The amortization of the factory has to be calculated relatively high because a rose oil distillation plant works only about three weeks during the whole year and the brunt of the amortization has to be imposed upon this limited period.

Furthermore, we have to add general expenses such as interest on capital invested, interest upon the cash money advanced to the farmers for flower supply, interest upon the stock of otto of rose, which is usually carried for more than one year, cost for representation, traveling expenses, advertising, commissions, office expenses, shipping expenses, export tax on otto of rose, etc., etc., and finally profits.

Considering all these factors, as must be done in a financially sound enterprise, we should arrive at a selling price considerably higher than a thousand dollars per kilo for pure otto of rose, according to our calculation.

Here the difficulties for the honest distiller and exporter begin. He is likely to encounter strong resistance on the part of the buyer who is not easily inclined to pay such high prices because as a rule he has a number of other lower priced offers on hand. If the distiller resists the sometimes very strong temptation to cut down his oil by adding, let us say, about 25% of an adulteration compound which is difficult to detect and still more difficult to prove, then he is forced to lower his price by sacrificing profits and general expenses, which is very bad policy and cannot last long.

This is one of the main reasons why production of otto of rose has become a very risky enterprise in which the chances of loss are greater than those of profit. It also explains the rather difficult financial situation in which—with a few fortunate exceptions—the Bulgarian rose industry finds itself. No wonder that cautious distillers restrict their production to those orders obtained "at best" before the harvest.

To be exact, we must emphasize that in the calculation described above we speak of first class quality oil only, as produced in modern distillation plants. Previously we have described that distillation in old fashioned small direct fire stills renders considerably higher yields which results in lower prices of the so called "Farmer Oil." In addition, farmers do not count their own or the labor of their families, they distill mostly their own flowers or the flowers of their neighbors, they do not consider general expenses, amortization, and their standard of living is lower. Although they always try to sell their oil at the highest possible price and often prefer to keep their oil for years, they are, in fact, in a position to sell at lower prices.

We must, however, always keep in mind that the "Farmer Oil"—even if pure—is inferior in quality to a pure oil as distilled in a modern plant. Also, the danger of adulteration is greater in a "Farmer Oil," as we shall see in a separate chapter.

#### Adulteration of Otto of Rose

A product of such high value as otto of rose easily tempts adulteration especially since skilled sophistication can hardly be proved. Years ago adulteration was done in a crude way; today it has become an art. For further details on this well known fact we refer to the various textbooks on essential oils, especially the Annual Reports of Schimmel & Co.

Nowadays, otto of rose is adulterated with artificial compounds some of which in their physical and chemical properties very closely approach those of genuine oils. Sophistication with such compounds cannot in all cases be detected by analytical means alone and the nose test is too individual to be entirely relied upon.

Adulteration is already done very extensively in the country where the oil originated, i.e., in Bulgaria; so much so that, the Bulgarian government has prohibited the importation of oil of geranium, oil of palmarosa and all such compounds which could be used for cutting down otto of rose. Heavy penalties are imposed for smuggling in such oils and compounds. Yet, they are more or less openly or secretly offered all over the valley of the roses by dubious merchants, especially among the farmer distillers, who, unlike the big distillers and exporters, have no facilities to do the adulterating outside of the frontiers of Bulgaria.

Furthermore, better results are obtained if the product of adulteration is sprinkled over the flower material before distillation and it is distilled together with the flowers. Such a procedure, of course, can hardly be carried out by the larger manufacturers because it could not be kept secret from the eyes of all the laborers employed around the stills and would soon spread all over the region. But the small independent farmer doing his own distillation alone in his court-yard has better chances for increasing his "yield" in such a way and this factor is one of the reasons why "Farmer Oil" must always be examined with special care.

Of the many kinds of compounds used for adulteration and originating in Central Europe and offered in Bulgaria, we secured and analyzed several. One of them shows the following constants:

Spec.		Refr.		Ester	Total
Grav.	Opt.	Ind.	Acid	Content	Geraniol
25° C.	Rot.	25° C.	Val.	%	%
0.8738	-0° 30'	1.4680	0.7	1.71	70.15

These properties approach very nicely the properties of genuine oils. The odor of this compound is very rose-like and it would require a very experienced nose to detect a moderate percentage of it when added to a nurse oil

A natural oil called "Zdravetze" (Geranium macrorrhizum), which is distilled in Bulgaria by farmers and distillers from a wild geranium species is also used for cutting down otto of rose. A sample secured by the writers showed the following properties:

Grav.					
(25°)	Opt. Rot.	Refr. Ind.	Acid	Ester	Ester Value
15°	(100 mm)	25°	Value		After Acetyl
0.9515	-4° 35′	1.50762	1.9	6.3	35.5

Solubility: Soluble in 5.5

Vol. and more 80% alcohol separation of crystals at further cooling oil accepts butter consistency.

"This analysis was kindly carried out in Schimmel's laboratories by Dr. Wiegand.

(To be Continued)

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# Arbitration in the Beauty Industry

A Study of This Method of Settling Disputes and the Experience of Others by George A. Little

"BILLION" for beauty!

The Chief of the Chemical Division of the Department of Commerce has estimated that the "heauty business" now ranks among the first ten industries of America, with an annual volume of business amounting to approximately one billion dollars. This tremendous growth in the industry is accounted for by the rapid development in the field of beauty services and the enormous expansion in the use of toiletries, perfumes, cosmetics, soaps, lotions, etc.

While business depressions can never affect the urge for beauty, there is no doubt that the perfumery and essential oil industry is reflecting the general depression, in foreign as well as in domestic markets. But other conditions as well can affect the trade unfavorably. Bad trade conditions and extremely competitive operations lead to large stocks of unsold merchandise which are often the subject of dispute: prices too high or too low may lead to any one of many evils and controversies are bound to arise over un ethical trade practices, cancellation of orders, differences as to agreements, quality, etc. There is no doubt that the industry in the past few years has raised its standards and rid itself of many unethical practices, but with such a volume of business to be protected against waste and losses, no available means to bring about harmonious conditions should be overlooked.

#### Finding the Difficulty

Suppose the manufacturer of a perfume or toilet article contracts to buy a quantity of an important oil at a given price. A fluctuation in the market or upset conditions, in the country of origin may force the price of the oil up to an unreasonable figure, and the seller cannot fulfill his obligations without loss to Adulteration, or misbranding, or substitution may follow. Will the controversy that will almost inevitably arise over the quality of the delivered product result in litigation between the buyer and the seller, or will the matter be adjusted amicably within the trade, by arbitration, with experts acting as judges?

The price of citrus oils at present is very low. A manufacturer seeking to provide for his requirements for the next two or three years buys a large quantity of oil for storage. Perhaps the containers used are not properly sealed or the temperature of the storage room may be too cold or too warm, with the result that the oil deteriorates in quality or becomes worthless. Who is to decide where the fault lies and the respon-

sibility for the loss?

A producer of certain essential oils may take an order for certain stock from a manufacturer. The manufacturer advertises the product for sale among retailers and otherwise plans an extensive sales campaign. The producer finds that he has oversold his

product and cannot deliver the amount contracted for. The manufacturer may be forced to cover his requirements through purchases elsewhere at a higher price. Who is going to decide responsibility for his probable loss of profit?

#### The Supplier's Position

Or the reverse may be true. A manufacturer of a certain perfume may have placed a large order for essential oils, but before his entire order has been delivered the vogue for this particular odor gives way to another favorite. A cancellation of the remaining part of his order follows. Again a claim for damages

A difference may arise between a manufacturer and a retailer over the quality, price or delivery of a product. Even though the manufacturer takes his case to the courts and wins, his product is almost inevitably bound to be damaged in the eyes of the trade, which sees only that the product is involved in a dispute and does not take the trouble to look into the merits of the case.

These and other problems arising in the industry need not be the subject of litigation. They can best be settled within the industry itself and by its own experts. And they can be settled amicably and without jeopardizing future business relations between the parties, by arbitration.

Most of the controversies arising in the trade do not involve questions of law, but concern questions of fact and frequently have to do with trade customs and conditions. Why should not these questions be submitted to qualified and impartial experts within the trade for settlement, by a friendly and informal method of procedure, but one that has all the effectiveness of a court decision?

#### Settlement by Experts

The principle of having experts in any given trade act as arbitrators in disputes arising in that trade is one which is vital to the success of commercial arbitration, and its advantage in an industry such as one which deals with perfumery and essential oils is obvious. Standard quality and adherence to formulas are necessary to the success of the finished article, and the arbitrator must be an expert judge of quality.

The production of synthetic products is increasing, and in order to judge the merits of a possible dispute over the genuineness of a certain commodity the arbitrator should be able to detect at once the false from the true. How little the ordinary layman who makes up the average jury knows of the industry is evident. Just as an interesting point, there are for example, about seven thousand rose varieties, and of these not more than thirty are fragrant, and only three are suited for production of otto of rose. Consider the

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dilemma of a jury in trying to pass upon the merits of a dispute involving the quality of such a product.

In addition to economy and speed of settlement which arbitration affords, there is the added advantage of privacy. A fact that should be considered by a producer or manufacturer who takes his disputes to the courts is that litigation often compels the disclosure of valuable and secret methods or processes or formulas, thus providing valuable information to competitors, and this publicity may result in losses that are unexpected, in addition to losses which ensue from an adverse decision.

Many of the most important industries are now protected by efficient and practical provisions for arbitration. The wool industry, through the Wool Institute, for example; the silk industry, through the arbitration system of the Silk Association of America: that of the

system of the Silk Association of America; that of the Grain and Feed Dealers National Association, the National Hay Association, the American Fur Merchants' Association, the Actors' Equity Association, the National Retail Dry Goods Association, the Cocoa Merchants Association of America, the American Bottlers of Carbonated Beverages, and a host of

others.

The American Spice Trade Association, an international organization of spice importers, brokers and grinders in the United States and shippers of spices resident in foreign countries—a trade with problems and conditions similar to those prevailing in the perfumery and essential oil industry—has a very highly developed system which was adopted by the Association in 1908, and under which it arbitrates from 50 to 100 disputes annually, depending largely upon crop and business conditions.

An Arbitration Committee, consisting of five members, is provided which acts as a court of appeals from the awards of the arbitrators, and its decisions are final. All standard arrival contracts and standard spot contracts of the Association include the following arbi-

tration clause:

"All questions and controversies, and all claims arising under this Contract shall be submitted to and settled by Arbitration under the Rules of the American Spice Trade Association printed on the reverse side hereof. This contract is made as of ..... in New York."

A typical case will show how the system operates. A buyer in New York became involved in a controversy with a seller in Holland over the quality of three shipments of mustard seed. Each party selected an arbitrator and these two selected a third. At the first hearing it was decided that certain information must be secured from Holland. When this was received the arbitrators met again, and because of the evidence submitted, ordered samples of the commodity in question sent to a chemist for testing. At a third hearing, with the unbiased report of the chemist before them and after consideration of the evidence produced, they made their award, in less than a month from the date of the first hearing. Their acknowledged impartiality and integrity and their knowledge of the trade customs and conditions pertaining to this commodity insured a just and expert decision.

Not every trade organization which is practicing arbitration has established its own machinery. Many

trade associations are availing themselves of the nation-wide arbitration facilities provided by the American Arbitration Association, which is a non-profit making organization with headquarters in New York City, and whose function is the promotion of the principle and practice of commercial arbitration. On its National Panel of Arbitrators are thousands of the outstanding business men of the country, volunteers who give their services without compensation to this cause in more than 1700 important commercial centers. And for its services in arranging and conducting arbitration hearings the Association makes no charge other than a nominal fee which barely covers the actual expenses incurred in the hearing.

One of the services rendered by the Association to business men who wish to make provision in their contract documents for the arbitration of any disputes which may arise out of their contracts is advice as to the text of the clause to bring it within legal requirements. The standard arbitration clause recommended by the Association for contracts or purchase and order forms is as follows:

"Any controversy or claim arising out of or relating to this contract or the breach thereof, shall be settled by arbitration, in accordance with the Rules, then obtaining, of the American Arbitration Association, and judgment upon the award rendered may be entered in the highest court of the forum, state or federal, having jurisdiction."

A somewhat similar model clause is also issued by the Association for contracts covering foreign trade, and copies of these clauses are distributed without charge.

In an industry which has a turnover of millions of dollars a year and which reaches out into so many important allied trades, controversies which cannot be readily and amicably settled by the parties themselves are bound to arise. The perfumery, essential oil and allied industries have a unique opportunity to practice arbitration effectively, both in domestic and foreign trade relations, and to become one of the leaders in furthering commercial harmony and good-will in business transactions.

#### **Xolisma**

(Continued from Page 544)

This resin was very carefully washed with small quantities of alcohol. Upon distilling off the alcohol after filtering we obtained a small quantity of yellowish oil which represented about 3 cc. in volume. The alcohol was also distilled under vacuum from the resinous residue and we obtained 14 gms. of liquid resin which was quite odoriferous.

The work was interrupted at this point for lack of sufficient material to continue it. Arrangements have been made, however, to obtain quantities of flowers next season as well as the proper solvents and apparatus to carry on the investigation under more favorable conditions. From the crude work done so far, however, it appears that X. ferruginea can be made to yield a flower oil and resin which has odor value. To the best of our knowledge this is the first time this flower oil and resin have been produced.

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# Exporting to Latin America

Cuba Is One of Our Most Important Customers for Toilet Preparations by Wilbur T. Gracey

OUR close commercial contact—by rail to Key West and ferry to Habana, or by one of the direct steamship lines that operate regularly from New York, Boston, Baltimore, Norfolk, Mobile, New Orleans, Tampa or Galveston—gives us exceptional advantages in reaching the Cuban market.

With an area of 44,164 square miles—about the size of Pennsylvania—124 miles in width and 760 miles long, Cuba is one of the most densely populated territories in Latin America, with 73 persons per square mile, or a total of approximately three and a half million.

The climate varies materially, tropical heat of the coast being modified by healthful sea breezes, and in the interior becomes almost temperate because of the high altitude.

Habana, the capital, is too well known to need description. It is a modern city with a population of nearly 600,000, and though architecturally Spanish, and strongly affected by Latin influences, it is, in some aspects, surprisingly American.

Tourists from the United States are numerous—over 250,000 a year,—and they demand products of high class, and purchase large quantities of Cuba's imported French perfumes, which are cheaper there than here.

In the importation of American toilet preparations, Cuba stands first amongst the Latin American countries, with purchases of approximately \$350,000 per

During recent years, sales have dropped off, owing to depression in the price of sugar, strained economic conditions, and the putting into force of a new tariff act, in October 1927, which protects local manufacturers.

As in other Latin countries, the use of perfume, and scented soaps is almost universal, the men using these products as freely as the women. There are large sales of such articles as powders, rouges, creams and other tollet preparations.

It is estimated that over six million dollars worth of toilet preparations are consumed annually in Cuba, more than half being manufactured in the country.

Prior to the new protective tariff, much of this trade was held by the United States, France and Spain, but with the establishment of local industries and assembling rooms in Habana, the business is now largely a domestic one.

The products locally manufactured in Cuban factories are not, as a general rule, comparable in quality to those of France, or those made in this country, so that imported products are still called for by the better classes, and foreign countries still hold the cream of the rade.

As usual, French perfumes, toilet waters, face wders and cosmetics are in greatest demand. Heavy its are preferred and because of the sub-tropical

climate there is a good call for creams—semibleaching—lemon creams, almond creams, vanishing creams, etc. The market for these lines is growing annually. Toilet soaps of American and Spanish makes are most popular.

The Cuban people are generously given to bathing —owing to the warm climate

—and the use of perfumes, powders, soaps, etc., as aids to personal hygiene are general, in spite of the low purchasing power of the people and economic depression. A large number of the Cuban people—especially women—will deprive themselves of food, and other necessities of life, in order to secure toilet preparations.

Cuban women suffer seriously from internal complaints which are liable to produce facial eruptions, and this tends to increase the trade in toilet preparations. Also, it is the Cuban woman's desire always to appear in public in a well-groomed condition. She may live in a modest house, and in a most casual manner—going around in loose gowns, uncorseted and unconscious of her sloppiness—but when she appears on the street, she is extraordinarily careful in her toilet.

The latest available statistics show the importations of soaps, perfumes and cosmetics as follows:

	Toilet and fancy soaps			cosmetics,
Country of origin	Pounds	Value	Pounds	Value
United States United States (re-	331,698	\$164,730	947,305	\$422,886
exports)	79.913	4.301	55,559	28,740
France	212,775	122,143	1.810,105	1,201,550
Spain	221,903	78,190	68,180	45,000
All others	179,168	6.613	79.499	42.517

The United States is the chief exporter of toilet and fancy soaps, but France is far in the lead in perfumes, cosmetics, etc.

Our exports to the Cuban market were as follows:

	1926	1927	1928
Essential and distilled oils		\$48,130	\$69,236
Flavoring extracts		61,134 688,681	45,128 259,888

The fall in the exports of soaps was due to the tariff act, and the conversion of the trade to domestic manufacture, the rise in the sale of essential oils being for a similar cause.

In considering the preponderant advantage held by the French in perfumes, cosmetics, etc., it must be realized that this is largely due to purchases of these products made by the 250,000 American tourists that visit Habana annually, and purchase these products because of their lower prices than in the United States.





CUBA'S NEW CAPITOL AND GARDEN

#### Domestic Manufacture

Toilet goods of Cuban manufacture were, up to the time of the enforcement of the new tariff, limited principally to cheap types of soaps, bay rum and toilet waters, all of an inferior quality, the largest part being rose-water scented with inferior perfumes, intended for barber-shop use, and for sale by peddlers to the country population, which called for such low-priced products.

The 1927 tariff changed this materially. Better classes of soaps and perfumes are now being made—creating a demand for foreign essential oils and other raw products.

Several large American and French manufacturers have opened factories in Cuba, and the domestic soap and talcum industry of Habana is now dominated by a large American concern, which recently established its own plant in Habana and is manufacturing products equal in quality to those made in this country. This has, naturally, affected the import trade in finished goods, as is shown by the annual statistics.

The 1928 exports from the United States give the following classifications:

Perfumery and toilet waters	\$24,000
Talcum and toilet powders	19,000
Creams, rouges and cosmetics	51,000
Dental creams	68,000
Other dentifrices	
Other toilet preparations	
Peppermint oil	5.000
Other eccential oils	64 000

#### Advertising Necessary

Expansion of the market would undoubtedly result if American exporters would advertise their products more extensively. The buying public is not thoroughly familiar with American-made goods, and intensive advertising is necessary to bring our goods to its notice. The rather high prices demanded for our products does not deter people from buying, once they are familiar with them.

A carefully planned campaign would be effective in Cuba, as it has been in other countries. Descriptive pamphlets; advertisements in local popular journals; health almanacs, and other similar literature, are

popular ways of bringing goods to the attention of these people, especially in the cities and towns outside Habana, such a Santiago de Cuba—the center of an extensive agricultural and mining district. Camaguay—the largest interior city. Matanzas—noted for its beautiful surroundings-, and Pinar del Rio, with its mines of lead and manganese and large deposits of asphalt. All of these cities have live buying populations that know little about our products.

Advertising is cheap in Cuba—considerably less expensive than in this country, as magazines and newspapers have a general circulation throughout the entire country.

The destination of over one-third of our exports of perfumes and toilet waters is Latin America, with Cuba as the most important buyer—approximately \$25,000 per annum; talcum and other powders are popular, toilet creams sell to the value of about \$50,000 and dentifrices—the most

popular American toilet preparation abroad—amounts to about \$70,000.

The falling off is not entirely due to the new tariff, but Cuba has suffered during the past five years from economic depression—especially during the past two years—due to the low price of sugar, their principal commodity of export. The buying power of the community has decreased, and toiletries being a luxury, have been more affected than some other products, such as drugs and medicinal goods.

The import figures given do not represent the total American trade in these products, for they do not take into consideration the large quantities of soaps and toilet preparations now made in Cuba by American manufacturers, statistics of which are unavailable. Almost all of the raw products used in these factories come from abroad—essential oils principally from France.

#### How Sold

Toilet preparations are sold in Cuba through numerous types of shops. Druggists handle them; they are seen in the large department stores; miscellaneous goods shops (quincallaria); dry goods stores; perfume shops; beauty parlors and barber shops; and also handled, to a considerable extent, by peddlers.

The Cubans have in every city, small town and village, shops that sell what are known as "quincalla"—a term applied to a great variety of small merchandise which we might designate "notions" or "novelties Generally speaking these shops cater to the poorer, middle class customers, and sell cheap goods. The carribution through these "quincalla" shops—of what there are tens of thousands—make up in quantity they lack in quality, and the aggregate distributions into the largest volume of trade in the islandary.

The Cuban peddlers are an institution, and methem turn over large quantities of goods durin year, and often have credit ratings of from \$10,000. They have prescribed areas of distare licensed, and pass from door to door, deminterior where there are no roads or generated and only isolated houses or small groups

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They have their regular clients amongst this country population, many of whom live in palm-thatched huts.

Most of the perfumery and toilet requisites that they carry are in small bottles, or packages. It is almost impossible to get any idea of the extent of this trade, but it is enormous, and is one of the great outlets for toiletries, especially of the cheaper class. These peddlers even extend credit to their customers, and make personal friends of those they serve. In the small towns and villages, the bodegas or tiendas, handle large quantities of toilet goods, and take the place of the country peddler in their close contact with customers. They are the "Neighborhood stores" of Cuba, and sell everything from a needle to a complete costume. Their consumption of soaps and toiletries runs into very large figures.

Peddlers' wagons, in the towns, supplement the small shops. They cater to the small housewife and the servant class, have open-sided carts, with crowded "show windows," and are often named after some large department store, although they have no connection therewith.

Cigar stores and stands—which are on almost every corner in the cities and in kiosks in the Plazas—sell not only everything in the line of tobacco, but also perfumed soaps, dentifrices, perfumes, shaving creams, etc.

These various classes of stores, and the peddlers, are reached through general import merchants catering especially to those who dispense "quincalla"—they sometimes buy direct from foreign manufacturers abroad, and at other times purchase from local branches or representatives of foreign manufacturers.

#### Credits

The usual terms of credit in Cuba are from 30 to 120 days,—occasionally against sight drafts or documents if the products are well known and popular. German, and some British firms sometimes grant longer terms. At present, owing to the economic depression, terms are more stringent than usual.

Generally speaking, products in the toilet goods line are sold through the foreign manufacturer's own branch office or exclusive representative, and the American firm that seriously intends entering this market, must contemplate this method of distribution, always keeping in mind the ultimate desirability of manufacturing in the country to avoid payment of high duties

A good method of entering the market is to appoint an energetic sales representative on a commission basis—one who does not import for his own account—if such can be discovered. You should also consider the possibility of shipping your goods in bulk—to save duties—and packing them in Cuba.

Cartons, bottles and wrappers are similar to those in use in this country; but labels should, in all instances be in Spanish, or both Spanish and English.

Toilet preparations packed in attractive fancy boxes are preferred by the consuming public, especially in the case of perfumed soaps and perfumes which are often purchased as gifts. The sale of the latter ofttimes depends upon the container.

Packing for export must be carefully considered, as merchandise is subject to rough handling, and it is wise

to print on the packages the words "glass," or "fragile" in Spanish.

The metric system of weights and measures is universal.

#### Parcel Post

The possible use of parcel post in introducing goods should be given consideration. There is an excellent service, and it is possible to build up a considerable trade by direct mail advertising, in Spanish, the only difficulty being the high import tariff. Probably Cuba lends itself better to a parcel post campaign than any other of the Latin American republics. Being close to the United States, quick transportation is possible, and in this regard we are in a better position than any of our competitor countries.

The exporter who seriously contemplates entering Cuba on a large scale, would do well to visit Habana—and some of the other cities—to make connections personally, and familiarize himself with the conditions existing there. That the trade is highly competitive goes without saying, but the fact that Cuba holds an important place in our exports, and is so close to our shores as to be one of our natural outlets, makes it of interest to manufacturers and exporters. Close contact with the trade is all important, and for this reason, the personal local representative of your firm is almost imperative. He must keep in close touch with local wholesalers; watch for possible infringements of trade marks and patents and generally look out for your interests.

Cuba is a live market; familiar with American products and holding them in high esteem; and by its proximity to our shores gives us an advantage in competing with European manufacturers, of which we should take full advantage.

#### Market for Toiletries in Colombia

The United States ranks first as a source of toiletries imported by Colombia. The recent expansion of this excellent market is indicated by the 1928 imports which amounted to \$650,000, an amount more than double the figure of \$280,000 for 1925. Imports of dentifrices and mouth wash amounted to \$53,000 in 1928, of which the United States supplied about 90 per cent. Cosmetics amounted to \$59,000 the United States supplying 50 per cent. American toiletries are well received in Colombia, and it is believed that with continued advertising and the selection of efficient representatives, American manufacturers can expect to augment their sales in this country.—(Assistant Trade Commissioner Aldene A. Barrington, Bogota)

#### Italian Market for Perfumes and Cosmetics

France is Italy's chief source of supply for these products and, while it may prove difficult for American manufacturers to overcome the prestige of French perfumes and face powders among consumers, there is a growing demand for certain American specialties in face creams, dentrifrices, and toilet preparations. Imports of these products, including perfumes, totaled 446 tons in 1929, 465 tons in 1928, and 352 tons in 1927, France supplying 80 per cent of the total.—(Trade Commissioner Elizabeth Humes, Rome).

# A Survey of Technical Literature

by Col. Marston T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preperations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

193. Indian turpentine from Pinus longifolia, Roxb. V. The oxidation of d-∆°-carene with Beckmann's chromic acid mixture. Charles S. Gibson and John L. Simonsen. J. Chem. Soc. 1929, 305-11 (1929). 1-Trans-caronic and terpenylic acid are formed in relatively large amounts and d-homoterpenyl methyl ketone, terebic acid, ciscaronic acid and dimethyl malonic acid in small quantities.

194. The formation of essential oils and resin in confers. XI. Characteristics of the oil and the resin in Pinus silvestris leaves in connection with the process of their formation. G. V. Pigulevskii and N. B. Riskina. J. Russ. Phys.-Chem. Soc. 60, 1069-77 is formed first, followed by production of oil.

(1928). In the growth of the acerose leaf, the resin 195. The formation of essential oils and resin in conifers. XII. The formation of the essential oil in Pinus silvestris. G. V. Pigulevskii and Z. M. Zaikina. J. Russ. Phys.-Chem. Soc. 60, 1417-25 (1928). The intensive accumulation of the oil ceases before the intensive growth of the leaves is concluded. The oil content of the branches does not fluctuate much during growth.

196. Borneol values of the Siberian pine oil of Altai. B. N. Rutovskii and I. V. Vinogradova. Trans. Sci. Chem.-Pharm. Inst. (Moscow) 1927, No. 17, 127-30 (1927). A determination of the constants of the oil, the content of borneol and the presence of other constituents.

197. Essential oil of Phebalium nudum. C. B. Radcliffe and W. F. Short. J. Soc. Chem. Ind. 47, 324T (1928). The constants of the steam distilled oil and the identification of certain of its constituents.

198. Essential oils of Crimean salvias. B. N. Rutovskii and I. V. Vinogradova. Trans. Sci. Chem.-Pharm Inst. (Moscow) 1927, No. 17, 109-18 (1927). The oil from salvia grandiflora Ettl. was fractionally distilled and certain of its constituents isolated and identified.

199. Mono- and sesquiterpene series. IV. (1) West Indian sandalwood oil. Ernst Deussen and A. Awramoff. J. prakt. Chem. 120, 119-44 (1928). The hydrocarbon fraction contains beta-caryophyllene and d-cadinene. The sesquiterpene alcohol fraction appears to contain two alcohols.

200. West Australian sandalwood oil. K. Vankatesaiya and H. E. Watson. J. Soc. Chem. Ind. 47, 322-3T (1928). The West Australian oil differs widely in composition from that of Mysore oil from Bangalore.

Essential oil of Sesseli dychotomum. V. I. Nilov.
 J. Russ. Phys.-Chem. Soc. 60, 1575-7 (1928). Char-

acteristics of the oil are reported together with certain of its constituents.

202. Essential oil of the seed of Smyrnium perfoliatum. V. I. Nilov. J. Russ. Phys.-Chem. Soc. 60, 1579-84 (1928). The oil obtained by steam distillation of the seeds was investigated and some of its constants and constituents reported.

203. Essential oils of the Thuja species from the Crimea. B. N. Rutovskii and S. Busse. Trans. Sci. Chem.-Pharm. Inst. (Moscow) 10, 6-18 (1924). The oils examined were those from twigs and leaves of T. gigantea Nutt., T. occidentalis, L., and T. orientalis, L. Their constants and some of their constituents are recorded.

Essential oils of Caucasian and Crimean Thymus.
 N. Rutovskii and I. V. Vinogradova. Trans. Sci. Chem.-Pharm. Inst. (Moscow) 1927, No 17, 98-108 (1927) The oil from T. vulgaris, L. was examined chemically and light thrown upon its composition.

205. Perfumes obtained from spirits of turpentine. M. Mourier. Bull. inst. pin. No. 56, 14-5 (1929). A review of products derived from spirits of turpentine and used as raw materials in the perfume industry.

206. The oil from ziziphora clinopodioides L. B. N. Rutovskii and I. V. Vinogradova. Trans. Sci. Chem.-Pharm. Inst. (Moscow) 1927, No. 17, 7-14 (1927). Two samples of oil from Turkestan and Altai were analyzed and the constituents isolated are reported.

 Antiseptic action of essential oils. Walter Obst. Riechstoffind. 4, 12-3 (1929). A brief review.

208. Certain volatile oils and stearoptens as fungicides. L. B. Kingery and A. Adkisson. Arch. Dermatol. Syphilis 17, 499 (1928). The essential oils of clove, cinnamon, thyme, lemon, eucalyptus and peppermint were used in studies with various fungi and the possible clinical use of certain of these oils in combating pathogenic fungi indicated.

209. Mugho pine oil and its therapeutic uses. A. Quilico. Rivista ital. essenze profumi 11, 7-8 (1929). The Cadore oil is described and its constituents listed.

210. Utilization in medicine of oil and of liquid tar of Cedrus atlantica. R. Massy. Bull. inst. pin No. 56, 30-1 (1929). Liquid tar is stated to be superior to the best oil of Cade, while the oil obtained by steam distillation of the wood is said to be at least as efficient as sandalwood oil for the treatment of blennorrhea.

211. Balsam of Peru. C. T. Bennett, Perf. Essent. Oil Rec. 19, 423-4 (1928). The usual method of extracting the balsam from the trees is described together with the characteristics and constituents of the balsam and certain statistical information.

212. Rectification of pine oil. A. Bresser. Chem. Rundschau (Budapest) 5, 27-9 (1928). Rectification of the oil either by direct distillation or by preliminary treatment with alkalis or H<sub>1</sub>SO<sub>4</sub> followed by distillation.



### "The Lavender Oil Industry in Italy"\*

by Paolo Rovesti

A GENERAL introduction followed by a discussion in sections. Collection: The best time of the season is when the spike is three-quarters in full bloom and one-quarter already going to seed. For better flowering the next year, cutting down transportation costs and increasing the percentage yield on distillation, the stems are cut short. Sunny days are necessary for picking, formation and accumulation of the essence being provoked by sunlight. The distillation is done best in a very short time—less than an hour—after picking, delay causing a loss in yield as high as 12 to 15 per cent with an orange coloration in the distillate and a poor odor, results probably due to fermentation.

Distillation: The older apparatus involved direct heat, using a spiral lead condenser (Fig. 12), the condensation being slow and inefficient. The apparatus was portable by mule (note need for quick distillation) and has been improved by the use of tinned or enamelled iron pipe, or aluminum (cross section diagrams Fig. 13 and Fig. 14). Steam distillation (Fig. 5) leads to a higher percentage of essence with more reproducible physical constants, the best steam pressure being 3 to 4 atmospheres. Reference (3) and (4) to modern apparatus and locations thereof. The oil obtained by this method has an ester content rarely below 28 to 30 per cent even in the poorest districts.

The Essence: In full bloom the yield varies between 0.4 and 1.4 per cent. Ordinarily the Ligurian Alp lavender gives an average of 0.6 to 1.0 per cent, the Piedmontese lavender an average of 0.5 to 0.7 per cent. However, the Ligurian lavender is poorer in esters (25 to 28 per cent), the Piedmontese rarely below 30 per cent and, at the height of the season, often over 40 per cent. The physical constants have the limits:

 $d_s$  0.879 to 0.894;  $\alpha_d$  —3° to —9°;  $N_d^{30}$  1.4610 to 1.4645; solubility in alcohol 1.5 to 5 parts in 73 per cent alcohol at 15°C; esters 17 to 45 per cent calculated as linalool acetate; free alcohols 50 to 65 per cent calculated as linalool by the Glichitch method. Contrary to the Italian Pharmacopoeia, which postulates 30 per cent esters or over as requisite for purity, references (5) on analyses and quotations of French authors (6 and 7) maintain the view that low ester values often so with purity and high aroma value. Ref. (8) quotes the opinion that the Italian oils are often better than the French. The disesquiterpenate essence of Italian

### Paris Trade Notes

PARIS continues to attach great importance to the election of her beauty queens. Mile. Paris, during her year of office, is regarded as a person of some importance, since at all kinds of fetes and ceremonies she personifies Parisian charm and elegance. She is expected to live the perfect life of a cultured Parisienne.

The reign of the present Queen of Paris is shortly to come to an end, and the Fetes Committee is preparing for the election of her successor. But the rules of the contest from which one happy girl is destined to emerge are to be changed. It is no longer sufficient for her to be beautiful and gracious. The committee has decided that she shall also be under 25 years of age and a Parisienne of a noble family, and have an adequate education.

The prize is worth winning, not for its honor alone, for the Queen of Paris has a civil list award of \$12,000, apart from the fees she receives from perfumery and cosmetic manufacturers in consideration of services in publicity stunts.

François M. Coty, the famous French perfumery magnate, is financing a flight to South America, in which M. Le Brix will pilot a low-winged Dewoitine monoplane possessing several novel features in its design. The machine is of three-ply wood construction, with a 650 h.p. Hispano-Suiza water-cooled engine. Both the wing and tail spans are very large in proportion to their depth from front to back. The wing is a single unit, built round a single spar instead of two. The cockpit is entirely enclosed and hardly projects above the top line of the fuselage. Altogether, the appearance of the plane suggests an unusually high performance, based on new principles of design.

A dispute has arisen between M. Coty and the Air Ministry, the former alleging that the Ministry has failed to carry out its part in the scheme for the flight. It is hoped, however, that this difference will soon be smoothed over.

The official opening of the Experimental Gardens at Grasse, work on which has been proceeding for a long time, has been postponed. It was scheduled for October 5 but has been delayed owing to the fact that the Under Secretary of State for Agriculture, who was to have formally opened the Gardens was unable to be present on that date.

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<sup>\*</sup>VIndustria Chimca IX 1116 (Sept., 1930).

\*Abstracted by Gardeld Powell, Columbia University.

(Continued on Page 558)

#### British Trade Notes

THE accepted indexes of industrial activity, such as the Board of Trade statistics and unemployment figures, do not as yet afford convincing evidence that trade is on the mend, nor has demand responded adequately to the slump in commodity values. There are, however, isolated items which collectively seem to indicate that trade in one or two directions is improving. To a certain extent, of course, this is attributable to the usual Christmas demand. It would be dangerous to form general conclusions from isolated examples of increased activity; at the same time, there is a greater feeling of confidence in the trade outlook than there has been for a long time. In certain cases reduced prices have stimulated trade, and it seems obvious that the sooner retail prices generally are adjusted to the fall in raw products the sooner will confidence be restored by a revival of demand.

The business of Colgate-Palmolive-Peet, Ltd., having outgrown the capacity of the former London premises, has been removed to a new factory in Ranelagh Road, S. W. The building houses the factory and offices and covers an extensive ground space. Being isolated from surrounding buildings, it is exceptionally well lighted and airy, and possesses the additional advantage of its own wharf frontage with facilities for despatch of goods by water. All the firm's toilet products, with the exception of Palmolive soap, are made here. The soap has the largest sale of all the products and is produced in the firm's Canadian factory. An offer of a free sample of the goods advertised is a feature of the press advertising and two large rooms in the factory are devoted to handling this branch of the work.

. . . .

A new scheme is about to be launched in respect of Colgate's shaving cream, Palmolive shaving cream, and Colgate's shaving stick. Every purchaser of one of these 1s6d. (35-cent) lines will receive free one of the new Gillette safety razors and one blade, the retail price of which is 5s. (\$1.25).

For the past two years the Dubarry Perfumery Co., of Hove, has had to show reduced profits, but the dividend on the ordinary shares has been maintained at a total of 75 per cent. The concern now announces a smaller interim for the current year, however. It is 15 per cent instead of the usual 25 per cent, and would appear to indicate a further reduction in profits, although early last year the balance of unissued capital was taken up by shareholders.

The British essential oil market remains featureless. Citronella is slightly easier, peppermint is in moderate demand with American slightly easier, and lemon oil is very flat. Aniseed is still firm. Several recent consignments have not been up to standard, and as a result spot supplies of B. P. oil are still short.

. . . .

Chief interest among new flotations attaches to the Blockmalt Co., Ltd., Liverpool, formed to carry on the manufacture of toilet requisites and confectionery and to deal in these lines. Sir Ernest B. Horlick is chairman of directors, and the capital (nominal) is £1,500.

. . . .

#### Algiers Geranium Oil Production

THERE was a decrease in the acreage of geranium plant in 1929, owing to the low prices of geranium oil. The area cultivated amounted to about 1,500 acres less than in 1928. Hence the production was reduced, but unfavorable weather conditions, such as the frosts in April and hail in September also influenced the crops and in 1929, the production was 89,388 pounds as compared with 132,475 pounds in 1928, or a decrease of 43,087 pounds.

The spring crop this year was not exceptional. There were large returns on the new plantations but the older plantations yielded practically nothing. Nevertheless, production of geranium oil as large as that for last year is looked for this year.—(Consul S. Heizer, Algeria).

#### Imports of Toilet Preparations to Haiti

Imports into Haiti of perfumery, cosmetics, and other toilet preparations for the fiscal years ended September 30, 1928 and 1929, were as follows:

Country of Origin	1927-28 1928-29
France	
Germany	1,200 3,665
Italy	151 627
United Kingdom	2,093 803
United States	21,554 30,064
Other countries	661 934

(Consul George D. LaMont, Port au Prince).

### Lavender Oil Industy in Italy

(Continued from Page 557)

lavender requested for its extreme delicacy, greater concentration, solubility and clarity has the characteristics:  $d_{18}$  0.890 to 0.900  $\alpha_{\rm d}$ —5° to—12°;  $N_{\rm d}^{20}$  1.4585 to 1.4605; solubility 1 to 2 in 70 per cent alcohol; esters as linalool acetate 45 to 65 per cent; concentration 1.5 to 2. The essence of "Lavandula Stoechas" (sold as "Italian Lavender") is from a rarer species than the usual "Lavandula Officinalis Chalk," is much better than the imported Spanish lavender, and has the constants:  $d_{18}$  0.942 to 0.945  $\alpha_{\rm d}$  + 18° to + 22°  $N_{\rm d}^{30}$  1.479 to 1.481; esters 20 to 25 per cent as linalool acetate; solubility 1 to 3 in 70 per cent alcohol. Petroleum ether extracts yielding 0.3 per cent to 0.7 per cent from the bloom in full season, giving concentrates of 60 to 65 per cent, have lately come into favor on account of the much fuller, truer odor than that of the distilled essence.

Distribution: The ester content is around 30 per cent in the Alpes Maritimes district, 20 per cent in the Tuscan Appenines, 15 to 18 per cent near Caserta, 7 to 10 per cent in Sicily. In like measure the percentage of free alcohols decreases.

Economic: Table 12 gives the yearly prices from 1910 onward in lira, the figure being 140 to 160 for 1929, the peak in 1924 with a price of 300 to 325 lira. The Italian production in K.G. (author's estimates) is given at the foot of page 1121, agreeing with the estimate of the Deutsche Parf. Zeitung 15, 227 (1929) and is 14,000 to 15,000 less than the estimated 20,000 K.G. given in Perf. Record 20, 491 (1929). A map on page 1124 shows intense production areas thus, ° low production areas thus °, and distillation centers thus Ormea.



### Flavoring Extract Convention Set for Cleveland in May

THE Flavoring Extract Manufacturers Association has determined upon Cleveland, Ohio, as the scene for its next annual convention. It is planned to hold the convention in May but a definite date is yet to be decided upon. Wilbur H. Hyde, president of the Ab-

ner Royce Co., Cleveland, has been appointed chairman of the Convention Committee and has already started on preliminary plans for the meeting. As they progress, they will be reported in detail in these pages.

Cleveland is an excellent choice for a convention city. It is conveniently located and easily accessible by automobile, railway or airplane. Officers of the association join with Mr.



WILBUR H. HYDE

Hyde in urging all members to plan to attend the convention and break all records for numbers present at the meeting.

### Official Report of Soda Water Flavors Manufacturers Association

SINCE our last review of the activities of the National Manufacturers of Soda Water Flavors Association matters more or less of a routine nature have occupied the attention of the executives of the organization. Dr. B. H. Smith, president and Thomas J. Hickey, the executive secretary, are ever on the lookout for matters of a legal nature pertaining to the industry and affecting the members.

The numerous bills that are brought up in the various state legislatures are carefully watched with a view to protecting the interests of all branches of the field and the members may rest assured that anything, either of benefit or detriment to them, will be brought to their attention in time for the proper action to be taken

Under the report of the Flavoring Extract Manufacturers Association will be found a report on the continuation in force of the present prohibition regulations until January 1, 1931.

### Official Report of Flavoring Extract Manufacturers Association

SINCE our last month's report of the problems confronting the Flavoring Extract Manufacturers Association of the United States, one matter of particular importance to the industry has been sent out to the members under date of November 5th, circular No. 336, in regard to "Imitation Flavors In Minnesota." The circular letter, signed by E. L. Brendlinger, president and approved by Thomas J. Hickey, attorney and executive secretary reads as follows:

"Under the Minnesota law the Dairy and Food Commissioner is granted power to make and publish rules and regulations which shall have the force and effect of law.

"In pursuance of that authority the Dairy and Food Commissioner has promulgated regulations relative to the composition and proper labeling of imitation extracts and flavors.

"The more important points included in these regulations are as follows:

"1. Extracts and flavors which contain harmless artificial or synthetic compounds made to resemble the flavors of natural fruit products, shall be labeled with the word "imitation" printed as a part of the name, and in type of the same size and color as the word designating the fruit or plant.

"2. An imitation extract or flavor shall not bear a name which indicates in any way by similarity of word or spelling that it is prepared from a natural fruit, or from an essential oil, or a standard extract. Fanciful trade names or coined names applied to imitation extracts and flavors must not simulate the names of genuine products. Such fanciful or coined names must furthermore be followed by comparably conspicuous declarations that the products are imitations.

"3. An extract or flavor consisting of a solution of vanillin or coumarin, or both, with or without added color, or any other product which imitates a vanilla extract, or a non-alcoholic vanilla flavor, shall be plainly labeled "Imitation Vanilla Extract" or "Imitation Vanilla Flavor," as the case may be, and the ingredients which give the product its characteristics as an imitation shall be plainly declared on the label. Such names as "Artificial Vanilla," "Synthetic Vanilla," "Vanilla Substitute," "Venallos," etc., are not to be used as descriptive of these imitation products, but such products may be designated by coined or fanciful trade names which do not simulate the name of the genuine standard extract.

"4. An extract or flavor which consists of a com-

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bination of a natural vanilla bean extract with vanillin or coumarin, or both, with or without added color, shall be labeled "Compound Vanilla Extract," or "Compound Vanilla Flavor," as the case may be, providing the imitation ingredients do not predominate in the characteristic qualities of the finished product. The ingredients composing the product shall be plainly declared on the label. If the imitation ingredients predominate in the characteristic qualities of the finished product, the preparation shall be labeled "Imitation Vanilla Extract" or "Imitation Vanilla Flavor," as the case may be.

"5. An extract or flavor which consists of a mixture of extract of vanilla bean and extract of tonka bean shall be labeled "Extract of Vanilla and Tonka," or "Extract of Tonka and Vanilla," as the case may be, the names of the flavoring ingredients being given in the order of their predominance.

"6. The terms "double," "triple," etc. when applied to extracts and flavors, are held to mean respectively two and three times the minimum standard strength.

"7. The term "concentrated" as applied to extracts and flavors is false and misleading unless accompanied by a plain statement as to the degree of concentration in terms of the standard product.

"8. An extract or flavor for which a definition and standard has been set, whether sold under its own name or designated by a coined name and intended to be used in lieu of a defined extract or flavor, shall be of the strength and quality indicated in the definition and standard.

"These rulings require that the ingredients be listed upon the labels of all imitation vanilla extracts or flavors for sale in Minnesota.

"The ruling also indicates that artificial color may be used in solutions of vanillin and coumarin. The law of Minnesota prohibits the use of coal tar color in flavoring extracts for household use.

"For other requirements read carefully the numbered paragraphs above."

Another interesting piece of news is contained in a circular letter, No. 335, of October 27th 1930, advising the members of the fact that the present prohibition regulations are to continue in force until January 1, 1931. In the circular it is stated that "Joint Regulations No. 3 approved October 15, 1930, and released October 16 provides that the present prohibition regulations shall continue in force until the 1st day of January, 1931. It is expected that the new regulations will be ready for adoption by that time."

#### Italian Production of Citrate of Lime

It is stated that there was a slight improvement in the citrate of lime business during the month of June, but apparently the industry is still at low ebb due fundamentally to overproduction. The production season which is now over is stated to be 10,000 tons, 7,300 tons of which are understood to have been sold. All of the sales except 900 tons which went to Austria are stated to have been to local citric acid factories.— (Vice-Consul Walton C. Ferris, Palermo).

### Use of Name "Roxa Kola" Upheld

The suit instituted by the Coca-Cola Company against the Carlisle Bottling Works charging unfair competition and infringement of its trade name "Coca-Cola" by the latter company's use of the mark "Roxa Kola," as the result of the denial of a petition for a writ of certiorari on Nov. 3, will not be reviewed by the Supreme Court of the United States.

The case, Coca-Cola Company v. Carlisle Bottling Works, No. 479, was decided adversely to the former by the Circuit Court of Appeals for the Sixth Circuit.

The lower court found that both marks were being used by the competing companies but said with regard to the "Coca-Cola" mark that it, having "been burned into the consciousness of people generally," the ordinary consumer "of Coca-Cola familiar with the mark would without reflection discover the dissimilarity of the two marks or names if substitution were attempted." (V. U. S. Daily, 1557).

The Coca-Cola company contended that the Court of Appeals laid down a principle that the closeness with which an imitation may approach an established trade mark depends upon the extent to which the established mark is known. This, it was declared in the petition, is erroneous.

#### Exports of Japanese Peppermint Oil

The Japanese exports of peppermint oil in 1929 were 5,311 piculs, valued at 2,275,620 yen, compared with 4,048 piculs, valued at 2,076,000 for the previous year. It is estimated that the local consumption is from 5 to 10 per cent of the total production.

The following table shows the exports of peppermint oil by countries for 1929:

#### EXPORT OF PEPPERMINT OIL BY COUNTRIES

1929	
Countries Piculs	Yen
British India 146	67,790
Straits Settlement 230	9,877
Indo-China 2	1,030
Great Britain 609	256,637
France 1,551	690,606
Germany 2,331	966,869
Australia	13,840
Other countries 410	181,931
Total 5.311	2 277 620

(Assistant Trade Commissioner H. B. Titus, Tokyo).

### Pure Food and Drug Notes

#### Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Foods and Drugs Act, No. 16951 to 17000 inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there were the following cases of misbranding: No. 16969, pear extract and imitation tutti frutti extract; 16972, imitation allspice extract; 16974, imitation cherry extract; 16975 imitation apricot extract, imitation peach extract and imitation tutti frutti extract; and 16976, imitation apricot flavoring extract. There was one case of adulteration and misbranding of vanilla extract, No. 16993.

## Association and Court News

#### Review in "4711" Case Refused

THE Supreme Court of the United States on October 28, refused the petitions of Mulhens & Kropff, Inc., New York, and Ferd Muelhens, Inc., New York, for writs of certiorari in the case involving the trade mark "4711." This in effect confirms the decision of the Circuit Court of Appeals handed down in August and reported in full in our August issue.

The decision in brief grants to Mulhens & Kropff, Inc., an injunction restraining Ferd Muelhens, Inc., from using the mark "4711" on any of its products excepting on Eau de Cologne, Eau de Cologne face powder and Eau de Cologne smelling salts. Accordingly both houses may use the mark on these three products but on all other products the use of the mark remains the sale right of Mulhens & Kropff, Inc.

The amended decision of the District Court to conform to the decision of the Circuit Court of Appeals is expected to be handed down within a short time.

#### Protests of W. X. Huber Co.

In protest 390211-G, W. X. Huber Co., Los Angeles, claimed that the floral essences and essential oils in question were entitled to free entry under paragraph 1631 and 1671. In protests 398501-G, etc., they claimed that soap classified as toilet soap at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922, was dutiable as soap not specially provided for at 15 per cent under the same paragraph.

Justice J. McClelland, sustained the former protest in accordance with the amended report of the appraiser and the latter on the authority of Abstract 12327.

In another protest, 410844-G, they claimed that merchandise reported as consisting of shaving sets composed in chief value of metal and having a mirror as a component part and assessed at 50 per cent ad valorem under paragraph 230 of the Tariff Act of 1922 should be dutiable at 40 per cent under paragraph 399.

Justice P. J. Fischer was constrained to overrule the protest as no effort was made by the plaintiff to acquaint the court with the character of the merchandise which the appraiser called a "shaving set" which might imply that it was composed of a razor and one or more articles.

#### Protest Duty on Shaving Sets and Filled Glass Canes

In protest 401661-G, Geo. Borgfeldt & Co., Los Angeles, claimed that filled glass canes were dutiable at 55 per cent ad valorem under paragraph 218 of the Tariff Act of 1922 and shaving sets were held dutiable at 40 per cent under paragraph 399.

Justice P. J. Fischer, in T. D. 13315, in accordance with stipulation of counsel and on the authority of Borgfeldt v. United States (T. D. 43629), the filled glass canes were held dutiable as claimed, and the protest on the shaving sets was also sustained on the authority of G. A. 7902. (T. D. 36384).

### A.O.A.C. Elects H. D. Haskins

THE forty-sixth annual convention of the Association of Official Agricultural Chemists, whose membership embraces more than 300 scientists in the United States and Canada, was held in Washington, on Oct. 20, 21 and 22.

Aside from general discussions and a memorial service for Dr. Harvey W. Wiley, honorary president of the association, more than 100 reports on studies, either individual or collaborative were read by members, who also reported their conclusions based on the results of specialized studies.

Among these papers were several concerning sub-



H. D. HASKINS

jects of interest to the essential oil industry, one in particular dealing with flavors and non-alcoholic beverages, which was prepared by John B. Wilson, of the Bureau of Chemistry and Soils of the Department of Agriculture. Mr. Wilson's paper was concerned with new studies into the Kleber method of analyzing lemon and orange oils, and with the determination of total aldehydes in orange and lemon oils.

His paper, containing a brief introductory passage and three recommendations, which were approved, follows:

"Following recommendation 4 of the 1929 report, the referee has conducted a number of experiments with a view to modifying the proposed gravimetric method for the determination of total aldehydes in orange and lemon oils and/or extracts, but as yet no modification has been found which seems worthy of a collaborative study.

"Several other methods have been found in the literature, which may be applicable to this determination, but the referee has not had an opportunity to investigate them sufficiently to decide whether or not they should be subjected to collaborative study.

"Recommendations:

"1. That the official Kleber method be removed from its place under the heading 'Lemon and Orange Oils-Citral' and be placed under the heading 'Lemon and Orange Oils-Total Aldehydes.' (Final action).

"2. That more extensive collaborative work be done on the gravimetric method for the determination of total aldehydes in orange and lemon oils and/or extracts described in last year's report of the referee or modifications of it and that the search be continued for other methods that are applicable to both oils and extracts.

"3. That collaborative work be done upon the application of the tentative polariscopic method for the determination of oils of lemon, orange and limes in vegetable and mineral oils to solutions of these essen-

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Among the other studies reported upon were papers on thymol, menthol, oil of chenopodium and guiacol, but concerning the last named no conclusions or recommendations were presented.

In a report by F. L. Hart, of St. Louis, it was recommended that studies of thymol preparations be closed for the time being, Mr. Hart making the following two recommendations:

"1. That the methods for the determination of thymol in Liquor Antisepticus and Liquor Aromaticus be adopted as a tentative method.

"2. That no further work be done on thymol preparations at this time."

No change in the method of analysis of menthol now in vogue was advocated by the referee appointed to report on this drug, F. L. Elliott, of Baltimore, who stated in his paper the conclusion:

"The results of collaborators this year are again quite satisfactory and the method is recommended as a tentative method for menthol."

As for oil of chenopodium, L. B. Broughton, of College Park, Md., found the so-called Paget method as being apparently the best analytical practice, his recommendation being as follows:

"Of the four methods studied in this report, the titanous trichloride method proposed by Paget gives the most accurate estimate of the ascaridole content in oil of chenopodium. It is recommended that this method be made tentative and studied collaboratively next year."

Dr. H. D. Haskins, chemist in charge of fertilizer control, at Amherst, Mass., was elected president of the association for the next year, succeeding Dr. E. M. Bailey, of New Haven, Conn., who becomes a member of the executive committee.

Other officers elected were as follows: vice-president: Dr. A. E. Paul, assistant chief, Central District, Food and Drug Administration, Chicago; secretary-treasurer: Dr. W. W. Skinner, assistant chief, Chemical and Technological Research, Bureau of Chemistry and Soils, Department of Agriculture, Washington.

The following members, in addition to Dr. Bailey, also were added to the executive committee: Dr. J. W. Kellogg, Department of Agriculture, Harrisburg, Pa. Dr. F. C. Blanck, Food Research Division, Bureau of Chemistry and Soils, Department of Agriculture, Washington, and Dr. H. Harcourt, Guelph, Canada.

The memorial service for Dr. Wiley, who died last Summer, was particularly impressive, inasmuch as various members who had enjoyed long friendship with him, described the various characteristics which had made him one of the most admired as well as most respected scientists in this country. His achievements as The Chemist, The Man, The Leader, The Teacher, The Boss, The Public Servant, The Organizer and The Pioneer, the latter subject dealing with his pioneer efforts in forming the Standards Committee of the association, were discussed in various brief talks by different speakers.

The association was commended for its work in a speech at another session by Dr. A. F. Woods, Director of Scientific Work of the Department of Agriculture, who spoke on behalf of Arthur M. Hyde, Secretary of Agriculture.

#### Bottlers Meet in Milwaukee

THE 12th annual convention of the American Bottlers of Carbonated Beverages was held at the Auditorium in Milwaukee, Wis., from November 10th through November 14th. More than two thousand delegates and their ladies, as well as associated trade members, attended one of the most successful meetings ever held by this organization. One hundred and fifty manufacturers and distributors of supplies and products used by the beverage manufacturers were on hand with exhibits at the Auditorium, and some of them, like the Pfaudler Co., the Owens-Illinois Glass Co., the Armstrong Cork Co., had very large and elaborate displays of their products.

#### Opening Meeting

On Monday the important meeting was presided over by Prof. J. H. Buchanon, fellowship professor at the Iowa State College, Ames, Ia., and a general discussion on soda water was the chief topic. Tuesday's meetings were of much interest to the members, among them a special meeting on chemical and bacteriological problems of the bottling industry, led by W. A. Heyman, of Heyman Process Corporation of New York City. The water purification committee also held an important meeting Tuesday morning. The feature of Tuesday afternoon meeting was one on outdoor advertising, led by S. N. Holiday, of the General Outdoor Advertising Company of New York City. The regular convention began Wednesday morning with an address of welcome by Mayor Daniel W. Hoan of Milwaukee and the response by President Carl A. Jones of Bristol, Virginia.

The new association standard cost accounting system was briefly presented to the assembled members by Arthur E. Low of Minneapolis, and the report of Treasurer L. M. Oberfelder of Baltimore, Maryland, was adopted.

The feature address of the opening session was made by Senator Millard E. Tydings of Maryland, who spoke on the economic situation with relation to business and government. His address was received with much interest by the assembled delegates and trade associates.

#### Later Sessions

The Thursday meetings were all well attended. An address at the morning session by Wilmer C. Carter of Baltimore on what the bottler should know about insurance was followed by Dr. W. A. Evans of Chicago, who spoke on "Bottled Beverages Are Safe." The afternoon meeting was devoted to equipment problems and Walker Hall discussed business character as reflected by delivery equipment, telling the members that up to date and well kept delivery equipment created sales and good will on all sides.

The closing sessions on Friday were of much interest, the principal address being made by Harrison Jones, executive vice-president of the Coca Cola Company of Atlanta, Ga. He told the delegates about "Climbing the Rainbow" which held their attention to the end.

Mr. Jones told the members that the five cent beverage field was filled now and anyone entering the business at this stage would find a lot of stiff competition

and he urged the bottlers to strive for quality and try to help build up the industry as a whole.

The election of officers for the coming year was next on the Friday session and then Captain Irving O'Hay told the bottlers and their guests what the world needs. The 1930 convention closed Friday evening at seven and the members and associated trades agreed that the 12th annual convention and exposition was the greatest in the history of the organization.

The following officers were elected for the coming year—Virgil Browne of Oklahoma City, Okla., president; Martin Schmidt of Louisville, vice-president; Arthur C. Uihlein of Milwaukee, Carl A. Jones of Bristol, Va., Sidney W. Lee of Birmingham and James Vernor, Jr., of Detroit members of the executive board.

The executive committee gave Dallas, Texas, preference for the next convention with Louisville runner up. The final selection will be closed later by Junior Owens, secretary.

#### Convention Exhibits

Owens-Illinois Glass Co., Toledo, Ohio, had a very fine exhibit of its beverage bottle lines with H. L. Murray, advertising manager, in charge of the exhibit. J. P. Curran, sales manager, beverage bottle division, was assisted by J. A. Boggs, F. M. Cushing, Jos. E. Donnelly, C. H. Germer, Frank Jones, E. D. Kerby, G. O'Brien, J. O'Brien, M. C. Pirkey, F. S. Terry, J. D. Shea, J. N. Hope, H. F. Koch, E. F. Burns, C. L. Drum, T. R. Brady and R. E. Watson.

The Pfaudler Co., Rochester, N. Y., had a very fine exhibit of glass lined tanks and other equipment designed for the beverage trade. H. S. Calvert was in charge assisted by H. L. Evers, A. Valley and P. S. Barnes.

W. F. Robertson Steel and Iron Co., Springfield, Ohio, had a display of metal signs and other display material of interest to the bottling trade. Ira A. Stowe was in charge with J. W. White, George A. Grieser, and George H. Marsh.

The Solvay Sales Corp., New York City, was represented at the exposition by H. McAndrew and had a fine display.

Van Amerigen-Haebler, Inc., New York City, had a complete exhibit of their food flavors with A. L. Van Ameringen, president of the company, assisted by S. A. de Vries, manager of the flavor department, and F. A. Jones also of the flavor department in charge.

Alsop Engineering Corp., New York City, had a complete display of Alsop "Hy-Speed" machines including mixers, filters, bottle fillers and glass lined tanks. Charles E. Crowley, treasurer and sales manager, was in charge assisted by T. R. Turner and Joseph Loeb.

Armstrong Cork Co., Lancaster, Pa., had a very effective display of their lines and J. M. McCormick, assistant sales manager, was in charge assisted by E. C. Gillett, J. J. McCaffrey, R. W. Mattern, C. P. Henry, F. R. Schaefer, and George J. Keller. They distributed a very interesting booklet "A Day With Cork," to the bottlers.

Bond Manufacturing Co., Wilmington, Del., had a very fine exhibit of their lines and Walter H. Matson in charge reported much interest from the beverage trade in their display. He was assisted by Sidney

Scott, Joseph Wheelock, William Northrup, E. J. Stewart, R. J. Scott, A. F. Denemark, P. S. Miravalle.

Container Corporation of America, Chicago, had an attractive display of their lines featuring the new color liners for shipping cases. Many of the bottlers were attracted by the various color combinations brought out by the Container Corporation and D. S. Merry, O. W. Winte and H. L. Kelly were present.

The Economic Machinery Co., Worcester, Mass., had a working model of their labeler on view and N. Savaria in charge was assisted by Leon Savaria, H. N. Johnson, J. O. Fenner, E. A. Sisson, V. M. Fall, R. P. Olmstead and P. J. Purdy.

The Edward Ermold Co., New York City, had a working model of their foil remover and Watson A. Guthrie, secretary and treasurer in charge of the display, was assisted by Herman Will, manager of the Chicago office, and Harry Daidone.

The National Aniline & Chemical Co., New York City, was represented by E. E. Davies, C. E. Blakely, L. B. Raugh, W. S. Paddock and Frank W. Green.

#### Drug and Chemical Section Meets

The Drug and Chemical Sections of the New York Board of Trade, Inc., held its monthly dinner meeting at the Hotel Pennsylvania, November 13. About fifty members and guests attended. Charles A. Prickitt, chairman of the section presided and introduced the principal speaker of the evening, Dr. Frank M. Surface of the Department of Commerce, Washington, who told of the work which the department was doing in assisting domestic commerce and compiling data and information for industry. H. Gordon MacKelcam, sales manager of Innes, Speiden & Co., reported for the special committee on trucking and transportation problems and George Felder of the Mallinckrodt Chemical Works, Inc., reported for the membership committee that two new members, William S. Gray & Co., and N. V. Potash Export Mats., had been secured.

#### Palestine Industrials, Inc., Protest Duty on Soap

In protest 344830-G, Palestine Industrials, Inc., New York, claimed that merchandise classified as toilet soap at 30 per cent ad valorem under paragraph 82 of the Tariff Act of 1922 should be classified as laundry soap dutiable at 15 per cent under the same paragraph.

Justice J. McClelland, in accordance with stipulation of counsel held the soap in question dutiable at 15 per cent under paragraph 82.

#### **Coming Conventions**

Insecticide & Disinfectant Mfrs. Association, Mc-Alpin Hotel, New York City, December 8 to 10, 1930. Fourth National Symposium of the American Chemical Society, New Haven, Conn., December, 1930.

Flavoring Extract Manufacturers Association, Cleveland, Ohio, May, 1931.

Mid-West Beauty Trade Show, Sherman Hotel, Chicago, April 6, 7, 8, 1931.

International Beauty Shop Owners Convention and Exhibition, Hotel Pennsylvania, March 31, to April 3, 1931.

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### Recent Developments in Products and Packages

IN the following column appear descriptions of the various new products and packages which companies in the cosmetic and perfumery field have recently added to their line, together with a statement as to the nature of the products and what the manufacturer claims to be their special advantages.

#### Dorothy Gray's Compacts and Bath Oil

Dorothy Gray, New York City, has just presented a new product which is known as the "Skyscraper" compact. This is effected in double and treble, encased in a metal container resembling a building of the skyscraper type with the Dorothy Gray trade mark in blue as decoration. As Christmas packages the double compact with separate rouge container and the treble with separate mascara are attractively boxed in blue leather.

Another development is their bath oil which is put up in a dark green bottle with Dorothy Gray written in white script across the face of the bottle and the company's characteristic trade mark. A new bath salt has also been included in the line which Dorothy Gray claims not only scents but also softens the water. A dusting powder is another recent addition.

#### Quinlan Compacts and Accessories

Scarlet, black and silver is the color scheme of the new Kathleen Mary Quinlan compacts, rouge containers and eye shadow cases. The square silver and black case with the scarlet and silver motive forms a very effective as well as a most convenient and easily handled package.

The compacts are developed in four combination of products. In addition to the usual one, two and three, the eye shadow forms the fourth item. The powder contained in all of these compacts is not a powder innovated merely for compacts but the original Quinlan box powder. The eye shadow container is a welcome addition in the line of new packaging as it replaces the former screw type which was more difficult to handle. The present type is in the form of a compact with snap clasm.

The lipstick is packaged in two sizes. The larger size, which is indelible, in silver and black and the smaller semi-indelible in silver and black with scarlet bands around the black base. These are developed in three shades; red radiance for brunettes; poppy for blondes; and natural or tangerine for medium coloring The eyebrow pencil has also been repackaged in a silver and black container, in harmony with the other products.

Another important addition is the new bath luxury bottle. This is distinctive for its attractive label, which is developed in silver and black. All of these products are on display at the Kathleen Mary Quinlan salon in New York City.

#### Perfumes for Furs

Prince Georges Matchabelli, New York City, manufacturer of the Prince Matchabelli perfumes, has developed a new odor for furs, to be known as Zibeline Imperiale. This perfume, unlike the others of the

line, has been created exclusively for C. G. Gunther's Sons, New York, and is packaged in a special gold topped bottle bearing the name of "Gunther Fürs" both on the face of the bottle and impressed in the gold top. On the back of the bottle is a black label with the words in small white letters, "Created Exclusively for Gunther by Prince Matchabelli."

#### "Freshenette" for Facial Fatigue

"Freshenette", a new product for "facial fatigue", has recently been developed by The Bonnie-B Corporation, New York City. Freshenette is a powder which instantly dissolves in water. It is shaken into the water when washing and then dashed onto the face and neck. Its effect, I. Silverberg, president and treasurer of the company, claims, is immediate refreshment.

#### Liquid Wax

The Ross Company, New York City, manufacturers of Winx, are putting on the market this Fall a new type of liquid eyelash preparation. A new formula has been developed—a Winx Liquid which gives a "Double Treatment." First, it darkens the eyelashes, and second, it softens them.

At the same time that the formula of the Liquid Winx was revised, a complete change was made in the bottle and carton. These have been modernized and "fashionized". The new design in green, gray and gold, was designed by fashion artist, Nathaniel Pousette-Dart. Advertising of this new type preparation stressing the "Double Treatment" idea is now appearing in women's magazines.

#### Salesmen's Association Meets in New York

Members of the Salesmen's Association of the American Chemical Industry, enjoyed a lecture on the work of the Chemical Warfare Service by Capt. Unmacht of the Service, at the Drug & Chemical Club, New York, on the evening of November 13. Prior to the lecture the following were appointed on the nominating committee: Grant Dorland, Frank Byrne, Charles Lichtenburg, and Edward J. Maguire. About 25 attended.

#### Insecticide and Disinfectant Association to Meet in New York

Plans are under way for the annual convention of the Insecticide and Disinfectant Manufacturers Association which will be held this year at the McAlpin Hotel, New York, December 8 to 10. The committee under the chairmanship of E. B. Loveland of Stanco, Inc., New York, has worked out a very interesting program. The annual banquet of the association will be held the evening of December 9.

#### Chicago Association to Banquet

Plans are under way for the annual banquet and Christmas party of the Chicago Drug & Chemical Association. The committee under the chairmanship of William O'Neill has announced that the event will take place at the Stevens Hotel, December 18. The affair is limited to members only but expense will not be spared and some very novel entertainment features have been planned. Tickets are to be purchased through E. Paul Gibney, the Bayer Co., 589 East Illinois street, Chicago.



At a recent meeting of the board of directors of the National Toilet Co., Paris, Tenn., manufacturers of the "Nadinola" and "Nadine" lines of toilet preparations, D. F. Nealon was chosen a member of the board. Mr. Nealon has been with the company for six years as chief chemist, and previously had been associated with Frank S. Betz Co., and other important Chicago houses in a similar capacity.

The National Toilet Co., recently enlarged its "Nadinola" line by the addition of several items, among them being a face powder, vanishing cream, cleansing cream, nourishing cream, and liquid skin cleanser. They report an excellent reception for the new items as well as continued good progress with their other lines.

The Board of Directors of the Nestle-Le Mur Co., was reduced from 13 to 11 members at the recent meeting of the stockholders, held at Cleveland, Ohio. Charles Nessler, C. G. Nessler and W. S. Lewis retired from the board and Carl W. Blossom was elected a member. At the directors' meeting which followed, J. A. Ladd was re-elected president and general manager. H. A. Trafton was elected vice-president in charge of sales and M. H. Forster was elected secretary and treasurer, these two offices being combined. Mr. Forster succeeds C. S. Britton, formerly secretary and W. S. Lewis, formerly treasurer.

The Arrol Company, Inc., Chatham, N. J., has taken over the business of the X-IT Laboratories, Inc., New York, and of June Days, Inc., Des Moines, Ia. The X-IT company manufactures an oral remedy and toothpaste, and the June Days company manufactures toiletries. The two companies will be operated as divisions of the Arrol company. The advertising accounts are being handled by Howland, Oliphant & McIntyre, Inc., New York advertising agency.

Georges Klotz, president of Pinaud, Inc., New York and head of Parfumerie Ed Pinaud, Paris, arrived in this country early in November for a visit of about a month. He will take up plans for extension of the line here and may also visit the Canadian branch during his brief stay on this side of the Atlantic.

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Reaudolph'o Gooden Perfumers, Los Angeles, recently organized to manufacture toilet preparations has taken manufacturing quarters at 1346½ East 48th street, that city and has added several new items to its line. Agents for the sale of its products have been appointed in Jacksonville, Fla., and Redlands, Calif.

Jeunesse Laboratories, Los Angeles, has advised us of its removal from its former address at 1224½ South Catalina avenue, to larger and more convenient quarters at 2804 West 12th street.

Lee H. Bristol, vice-president and director of advertising for Bristol-Myers Co., New York City, has been elected president of the Association of National Advertisers, Inc. His election took place at the annual convention of the association which was held in Washington the second week in November. Mr. Bristol succeeds Bernard Lichtenberg of New York in this office.



LEE H. BRISTOL

Several other prominent figures in our industries were honored along with Mr. Bristol at the annual elections. Turner Jones, vice-president of the Coca Cola Co., Atlanta, Ga., was elected to the board of directors and Allen Brown of the Bakelite Corporation, New York, and A. T. Preyer, vicepresident of the Vick Chemical Co., Greensboro, N. C., were re-elected to places on the board.

The association considered numerous matters at the convention, one of the most interesting being a recent survey of radio advertising. This survey developed that the public was resentful of long selling talks in conjunction with radio programs and that the most valuable hour for radio presentations was between 9 and 10 P. M. although this hour was no more costly than any similar period between 6:30 P. M. and midnight.

The Chicago Spice and Flavoring Extract Co., Chicago, Ill., has moved from its former address at 1913 West Taylor street to larger, more modern and more advantageous business location at 1548 West Roosevelt road. The company specializes in flavoring extracts, herbs and spices.

Henri S. Gompes, H. S. G. Cosmetics, New York, has advised us of the appointment of Miss Helen Solomon in charge of the New York office at 377 Fourth avenue, and of Murray M. Solomon as special representative. A new French silver lipstick has been added to its line of products.

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Sir Charles F. Higham, famous British advertising expert, has been making some very blunt remarks to American business men in London. Addressing a large gathering at the American Chamber of Commerce, he urged them not to be afraid to proclaim the "made in America" label. "The British," said Sir Charles, "are the only nation in the world so proud of their manufactures that they never pretend them to be anything but what they are. We tell the world that our goods are British made, and we buy them because they are. Why do you Americans endeavor to make the world believe that your goods are British? Are you not proud of your products? Why don't you frankly say to the English people: 'These are American goods made by highly skilled American workmen, and we offer them value for value, against any other product made by your own people.' If the Britisher wants to sell his products in the United States the best argument he can use is that they are made in the 'Old Country.' Why don't you follow that excellent example?"

Rebuilding of the plant of the Calumet Rendering Co., at Chilton, Wis., which was destroyed by fire in August, is progressing rapidly and the lower floor of the new concrete building has already been opened. In addition to its other products, the plant will manufacture considerable quantities of soap. According to Robert Kuenne, manager, the new plant will be running to capacity within a few weeks.

S. Gumpert, founder and president of S. Gumpert & Co., Brooklyn, N. Y., manufacturers of flavoring extracts and other food products, died at his home in that city October 12, at the age of 67. Mr. Gumpert's sudden death came as a distinct shock to his many friends and business associates for he had been active in the business affairs of his company to the very

end. He only recently returned from Hamburg, Germany, where he established a branch plant this year.

Born in Germany, he came to this country in 1891 and the following year established the company which bears his name. Under his energetic direction the company made rapid progress and is now one of the best known in its line in the country. Active in civic and charitable af-

fairs, Mr. Gumpert contributed freely of his time to numerous activities outside of his business. He was a director of the Bush Terminal Merchants and Manufacturers Association, a member of the United Jewish Aid Society, the Unity Club of Brooklyn, the Brooklyn Organization for Tubercular Aid, a trustee of Temple Beth Emeth and contributed largely to other charitable organizations.

THE LATE S. GUMPERT

The company will be continued under the direction of his son-in-law, Daniel W. Janover, and without any change in its policies or activities.

Sidney Morse Colgate, chairman of the board of Colgate-Palmolive-Peet Co., and grandson of the founder of Colgate & Co., died at his home in Orange, N. J., November 10 at the age of 68. Mr. Colgate was born in Orange, September 11, 1862, the third son of Samuel and Elizabeth Ann Morse Colgate, his father being the son of William Colgate, founder of the company,



© B & S THE LATE SIDNEY M. COLGATE

and his mother niece of Samuel F. B. Morse, inventor of the telegraph. As a boy he attended the Free Academy at Norwich, Conn., and later entered Yale where he was graduated with the class of 1885.

A year later he entered the employ of Colgate & Co., and ten years later with his four brothers he came into control of the company. In 1901 he was elected treasurer and for several years was in charge of sales and dis-

tribution of the company's products. He was elected president in 1925 and three years later with the organization by merger of Colgate-Palmolive-Peet Co., he was made chairman of the board, a position which he held until his death.

During the war, Mr. Colgate was chairman of the War Service commission of the soap industry. He was active in forming the Association of American Soap and Glycerine Producers and was chosen its first president in 1926 and has held that position ever since. He was for many years president of the Orange Board of Education and contributed liberally to the cause of education not only locally but through generous gifts to Colgate University whose name was changed from Madison University in 1890 on account of the generous benefactions of himself and his family. He was also interested in Orange Memorial Hospital and in numerous other civic and charitable organizations centering around his home community.

Mr. Colgate was a former superintendent of the Sunday school of the North Orange Baptist Church, of Orange, a former president of the Chamber of Commerce and Civics of the Oranges and Maplewood, a director of the Savings Investment and Trust Company of East Orange and a member of the board of trustees of Colgate University. He owned valuable parcels of real estate in the community and was one of the founders of the Seven Oaks Development Corporation.

He was also a member of the Delta Kappa Epsilon fraternity and of Yale Scroll and Key, of the Downtown Club, the Railroad Club, New York, the Essex County Country Club, the Seaview Golf Club, of Absecon, N. J., and of the Everglades Club of Palm Beach, Fla.

His wife, the former Caroline Bayard Dod, of East Orange; a son, S. Bayard Colgate, and two daughters, Mrs. Edward P. Egan and Mrs. Howard C. Taylor, Jr., two brothers, Russell and Gilbert Colgate as well as five grandchildren survive.

Funeral services were held on Wednesday at 3 p. m. at the North Orange Baptist Church, Orange. Burial was in Rosedale Cemetery.

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3 p. m. Burial

Sir William Alexander, K.B.E., C.B., C.M.G., D.S.O., returned to England on the Majestic, November 21, after a visit of about a month to the United States in connection with his various interests here. He arrived here on the Olympic, October 22.

Sir William is one of the foremost figures in the British chemical industry, and has many affiliations with

the trade in this country. Chairman of Charles Tennant & Company, Ltd., of Glasgow and the Barter Trading Corporation, Ltd. of London, Sir William is also a director of British Celanese Ltd., London, and Canadian Celanese Ltd., Montreal.

In this country he is a director in the Celanese Corporation of America; president of American-British Chemical Supplies, Inc., New York, a subsidiary company of the



SIR WILLIAM ALEXANDER

Tennant group; and director of Kay-Fries Chemicals

He is a Member of Parliament from the Central District of Glasgow, a seat formerly held by the late Andrew Bonar-Law. Entering the war in 1915 as Captain in the 6th Black Watch, a unit of the famous 51st Highland division, he saw service in France, but was recalled in 1916 to become Director of Administration of explosives factories.

In 1917, when the explosives situation had been organized and supplies of high explosives were ample, he was transferred to the Royal Air Force as Controller of Aircraft Supply and Production. In this position he was responsible for all aircraft required for the British army.

In 1918, he was transferred to the Ministry of Munitions as Director General of Purchases, where he had charge of purchasing all supplies, including munitions and everything required by the British forces. Retiring from the service as Brigadier General in 1919, he returned to the chairmanship of Charles Tennant & Company, Ltd., one of the oldest and most important of the British manufacturers of heavy chemicals. This company was organized in 1739, and as one of its distinctions has the record of being the first producer of bleaching powder.

The American-British Chemical Supplies, Inc., New York, is the controlling interest in Kay-Fries Chemicals Inc., of New York and West Haverstraw, N. Y., which was recently organized to manufacture aromatic chemicals, solvents and plasticizers.

Rimini's Jardin de Parfum, San Francisco, has opened a department in the Frank Werner Slipper Salon in that city for the retail sale of the perfumes for which it acts as selling representatives, as well as a complete line of cosmetics of their own manufacture. The new department was opened on November 15 and early indications are that it has taken with the public and will be very successful.

Two prominent figures in our industry have contributed to our own particular field and given us something to think about. They are O. W. Winte, special representative for the Container Corporation of America, Chicago, and E. E. Finch, general manager of the Karl Kiefer Machine Co., Cincinnati. Mr. Winte contributes to the last issue of The Container a most interesting descriptive article on the newly developed use of color on corrugated shipping containers. Mr. Finch in The Superintendent, proves himself a philosopher as well as an interesting writer in an article on "Quality." Both articles are well written and timely and warn us that we must look to our laurels-if any.

George C. V. Fesler, originator of "Dew" deodorant and vice-president of Lambert-Fesler, Inc., St. Louis, has resigned as an officer of that company and will shortly place on the market a new cosmetic item, the nature of which has not yet been announced. Mr. Fesler retains his stock interest in the former company but will be actively in charge of the new company which will place its product on the market about the first of the coming year.

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Apex Products Co., of 1401 W. North avenue, a rapidly growing Chicago firm, recently placed on the market a new product known as Steamex, for the relief of colds and nasal troubles when inhaled with hot water or from a vaporizer. . . . .

Frederick W. McNess, one of the founders and the secretary of Furst-McNess Co., Freeport, Ill., died in Chicago, October 21, after an illness of several months. Mr. McNess was born in Cleveland, Ohio, July 8, 1879, and was educated in the Cleveland schools and the Philadelphia College of Pharmacy and Science. In



1905 he went to Freeport and helped to establish the company for which he acted as chief chemist and secretary until the time of his death. In 1912 he married Miss Della Palmer of Freeport, who with his daughter, Martha, a student at the University of Wisconsin and a son Frederick, Jr., now in school in Cleveland, survive. He also leaves two sisters, Mrs. William Wetzel of Painesville, O., and

THE LATE F. W. McNess Mrs. Herman R. Zapf of Cleveland, former home of the deceased.

Mr. McNess was a member of the Rotary Club, the Freeport Country Club, several technical organizations and also of the Phi Delta Chi fraternity; Excelsior Lodge No. 97, F. & A. M., Freeport Chapter No. 23, R. A. M., Freeport Council No. 39, Freeport Commandery No. 7, K. T., Freeport Consistory and Coordinate bodies, the Low Twelve club, of Freeport, and Tebala Shrine at Rockford, Ill.

A man of outstanding ability and character, Mr. McNess leaves a position in his organization and in the community which will be hard to fill.

At a special meeting of the board of directors, October 21, Willard H. Dow was appointed president and general manager of The Dow Chemical Company, Midland, Michigan, to succeed Dr. Herbert H. Dow, deceased.

For eight years Mr. Dow has been a member of the board of directors and for the past four years acted as assistant general manager. Also for three years he has been assistant treasurer. His intimacy with organization executive policies strengthened by eleven years of practical chemical experience fit him particularly well to head this organization.

Mr. Dow is a graduate of the University of Michigan, having received a Bachelor of Science degree in chemical engineering from that university in 1919. His practical work in the plant has made him familiar with the manufacturing processes used in producing more than 150 chemical products. His first act under his new title was to state that "the already well defined policies of progressive research, and the building of processes well apace of the ever-changing modern demands will, I am sure, continue to be the distinguishing factor in The Dow Chemical Company of the future."

William C. Heaton has been elected president of the reorganized Kolo Products Co., New York City, makers of "Kolo" cleanser. The company expects to put its product on the market in package form in the near future. Heretofore it has been sold in bulk only for industrial use. Other officers elected include H. F. Brewer, vice-president; H. M. Clark, secretary; M. DeAngeles, treasurer; and A. H. Kalbfleisch, assistant secretary.

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Lewis Bros., Inc., New York City, manufacturers of "Vitalis," advise us of the appointment of H. B. Thomas as manager of sales and advertising. Mr. Thomas was formerly with the Kolynos Company as

purchasing agent, production manager, and advertising manager. During the last two years he has been working with some bankers on certain financial phases of the drug husiness.

Lewis Bros., Inc., are rapidly expanding their business, and plan soon to be on a national basis. "Vitalis" has found ready consumer acceptance, which is being capitalized by an extensive newspaper advertising campaign. The



H. B. THOMAS

sales force is being greatly increased, and new selling policies instituted, looking toward nationwide distribution which will permit further expansion of the advertising program. "Vitalis" has enjoyed remarkable success in this year of depression, according to the company, and every effort is being made to expand the business as rapidly as is consistent with sound business policies.

An application made to the Supreme Court in New York for an order adjudging Miss Marie Barlow, president of Barbara Haynes, Inc., manufacturer of a line of facial preparations, in contempt of court for alleged violations of an injunction has been denied. This injunction was issued upon the consent of Miss Barlow's attorney in an action brought by the Celma Company,

Toledo, Ohio.



MARIE BARLOW

For many years Miss Barlow had been traveling from coast to coast lecturing on beauty aids and selling beauty preparations for Aubrey Sisters. Helena Rubinstein, Marie Earle, and Primrose House. As a result of these years of experience she decided in 1926 to launch her own line under the name of Marie Barlow. Hardly had she started to assemble her products when she was approached

by representatives of the Celma Company offering to market and sell her preparations. Accordingly a contract was effected whereby the Celma Company took over the distribution of the Marie Barlow line and Miss Barlow worked with the company managing the manufacture and distribution of the Marie Barlow preparations.

After working under this arrangement for about a year and a half Miss Barlow's connections with the Celma Company were severed. Subsequently Miss Barlow undertook to engage again in the only business she knew, and formed the company, Barbara Haynes, Inc., of which she is president. At this time the Celma Company asked for an injunction restraining the use of the trade name, Marie Barlow, but its use as an individual in the employ of a company, a corporation or another individual was permitted. In the injunction no mention of advertising occurs. A short time ago, Miss Barlow, demonstrating the Barbara Haynes line in a store in Hartford, was advertised by the store as Marie Barlow without the mention of Barbara Haynes. As the injunction specifically excepted the right of the defendant to use her name to indicate "that she is in the employ of some person or persons or corporation," the court claimed the advertisement recognized her as in the store's employ at that time as well as in that of Barbara Haynes, Inc.

Miss Barlow markets her products to the various department and drug stores throughout the United States by means of a group of saleswomen and demonstrators. Her many years contact with the cosmetic buyers in all parts of the country gives her an enviable entree to these stores and a very friendly consideration for the line.

Henry G. Dusenbury, perfumer for Richard Hudnut, New York, has returned from a brief visit to the company's branch in Cuba. Mr. Dusenbury spent about a week there supervising production of some new items which are being launched in the Cuban laboratory.

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dnut, comout a items The Holide line of cosmetics and perfumes, manufactured by Condé, Inc., New York City, were ready for distribution about November 1. The cosmetics consist of a face powder, four creams,—a cleansing, a lemon, a night and a tissue skin food,—an astringent, two sized lipsticks, rouges, eau de toilette, a hand lotion, a lemon hair rinse and a brilliantine. The perfumes are eight in number and are known as one to eight. On the bottle appears only the number, but on the outer package appears the odor of the perfume as well as the number, which may be seen through a square opening cut in the outer wrapping. Having the number only on the bottle is to make the user "number conscious" so that she will•re-order by number rather than by odor.

The color effect of the packages is uniform throughout. The outer wrapping is ivory with a blue label. In harmony with the outside package are the lipsticks, developed in an ivory top with a blue base. Other items, such as the compacts, are developed in silver and blue.

I. Silverberg, president and treasurer of the company, states that national magazines will be used to aid their salesmen and the department and drug stores in the distribution of the products.

Sponsored by the Brunswig Drug Co., Los Angeles wholesalers, the Angelus Independent Drug Club of that city, an organization of independent retail druggists has started a co-operative advertising campaign. The campaign is a tie-up with nationally advertised products. In each advertisement, a single nationally advertised article is featured in large space, the manufacturer sharing a part of the expense. The manufacturer also furnishes display and other dealer helps and the advertisement is headed "A Recommendation by Your Angelus Druggist."

Pine Tree Products Co., Newport, N. H., has arranged for a display of its products in all Liggett drug stores during the month of November. These displays were arranged by Billy B. Van, president, who believes that they will contribute materially to the steady growth in distribution which the company has enjoyed recently.

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Guido Horvath, founder and head of Laboratorios de Guido Horvath, Buenos Aires, Argentina, sailed on the Santa Clara of the Grace Line November 21 after about a month spent in the United States. Mr. Horvath is returning home by way of Chile where he will visit the manufacturing branch of his company in that country. His house is one of the best known South American com-



GUIDO HORVATH

panies in the toilet goods field. For several years it has acted as manufacturing representative for Pond's Extract Co., and for the Forhan Co., of New York in Argentina, and has recently begun manufacture for the first named company in Chile.

Mr. Horvath advises us that plans are under way for extending his operations to Brazil and he expects to open a branch there, probably in Sao Paulo in the near future.

He regards the future of American toilet goods in South America as very bright provided the business is handled in a way which will avoid excessive customs duties and by competent representatives trained in the methods of South American business and local manufacturing.

Business during the last year or more in Argentina has been complicated to some extent by growing political unrest and the same has been true in Brazil and several other South American countries; but Mr. Horvath believes that the newly established revolutionary governments have the confidence of the public and will eradicate some of the numerous abuses which grew up under former regime. He says that the leaders of the revolutionary movements, especially General Uriburu in Argentine and Dr. Vargas in Brazil, are men of great ability and of high ideals, and that he believes under their direction, business will be prosperous and governmental affairs well administered.

While in the United States, Mr. Horvath conferred with officials of the two companies which he represents



EXTERIOR AND INTERIOR OF HORVATH LABORATORIES IN BUENOS AIRES

regarding extension and expansion of their campaigns in South America, and also with several other prominent houses with a view to handling their South American business. Details of these plans will be announced later.

The accompanying photographs show a part of the facilities maintained at the principal office in Buenos Aires and give an idea of the importance of the house in the South America trade.

Pond's Extract Co., New York City, has advised us of the completion of a substantial addition to its paper mill at Seymour, Conn. This is the plant which the company took over when it purchased the former Seymour Paper Co., some time ago. The additions and improvements have increased the capacity of the plant for the manufacture of "Pond's Cleansing Tissues" by 100 per cent. The entire output of the plant is utilized by the company.

Senator Eugene Charabot, head of Charabot & Cie, Grasse, has been named vice-president of the French National Committee on Medicinal Plants, Essential Oils and Similar Products. This committee was recently officially created and will begin to function in the near future. Senator Charabot is well known to our readers through his frequent visits to Ungerer & Co., New York, his American representatives.

Net profits of the Colgate-Palmolive-Peet Company, for the six months ended June 30, 1930, amounted to \$3,760,625, after all charges and taxes. Net sales amounted to \$44,796,460, for that period.

Warren Van Kirk is now connected with Martha Matilda Harper, Inc., Rochester, N. Y., in general charge of all manufacturing and purchasing of raw materials. He assumed his new duties on November 1.

He has been connected with the toilet preparations industry for many years and has held manufacturing executive positions with several important houses.

Mr. Van Kirk has had a long and widely diversified experience in the manufacture of toilet preparations which affords him a background of experience, invaluable to him in his new connection.

Martha Matilda Harper, Inc., manufactures its line



WARREN VAN KIRK

of toilet preparations almost exclusively for sale through the Harper shops located all over the country. The business has increased over four fold during the last five years and the company now plans to introduce several new numbers and to invade the department store field, thereby materially increasing its distribution facilities. The Dubois Soap Co., Cincinnati, has filed plans and received a permit for additions to its plant in that city. The additions will be of brick, steel and concrete and will cost approximately \$25,000.

Mr. and Mrs. Andre Firmenich arrived on the Ile de France, October 22 for a stay of about six months in the United States. Mr. Firmenich is the elder son of



© B & S ANDRE FIRMENICH

Fred Firmenich head of M. Naef & Co., Geneva, Switzerland, and will make his headquarters with Ungerer & Co., New York City, American representatives of that important European house. He has been associated with the company as assistant to his father during the last few years.

Mr. Firmenich was graduated from the University of Geneva with a degree in law after which he spent a year each in

Spain and Germany in the study of marketing and merchandising methods. He will continue these studies in America in order to become familiar at first hand with American methods and the requirements of the American industry.

Container Corporation of America reports for the nine months ended September 30 a net profit, after depreciation, Federal taxes and other charges of \$416,012, equal after preferred dividends to 83 cents a share on the Class A stock, compared with \$441,922, equal after preferred and Class A dividends to 15 cents a share on the Class B stock last year. Report for three months shows \$99,829, or 17 cents a share on the Class A stock, compared with 304,561, or under the participating provisions of the shares to 47 cents on the Class A and 23 cents on the Class B shares last year.

We have been advised that the house of Enrico Tron, Leghorn, Italy, one of the largest producers of tale, has been absorbed by Societa Tale & Graphite Balchisone, better known here as the "Italian Tale Syndicate." Both companies have been represented in this market in the past and the consolidation will have no effect upon the supplies available from either source, although it is planned to place the American agency in the hands of a single house.

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Vick Financial Corporation reports for the nine months ended September 30, 1930, a net profit of \$373,315 after loss on sale of securities equivalent to 31 cents a share on 1,216,995 shares; loss from sale of securities, \$15,395; interest and dividends received, \$494,281; asset value of common stock on September 30, \$8.91 a share.

Alvi, Inc., New York City, has recently added to its line of hair preparations a new product known as "Alvi" hair removing cream. This product is to be sold for professional use only. The Abbott Laboratories, North Chicago, Ill., have been merged with the Swan-Myers Company, Indianapolis, pharmaceutical specialties. Dr. A. S. Burdick continues as president, and R. M. Cain, formerly president of the Swan-Myers Company, has been elected vice-president and director of the Abbott company, in charge of sales. Frank B. Kirby remains as sales manager.

S. DeWitt Clough, formerly secretary and advertising manager of the Abbott company, has been made vice-president and director in charge of advertising and publicity. C. R. Jackson becomes advertising manager.

F. W. Scheigert will be secretary and director of the Abbott Laboratories, and James F. Stiles, treasurer and director. E. H. Volwiler and Edmund L. Drach have been made directors.

A. E. Snyder has been made assistant sales manager in charge of the Swan-Myers division, and Edgar B. Carter is director of the biological laboratories. The Swan-Myers plant will continue to be operated at Indianapolis.

F. A. Wilson, trained in the laboratory of the Stewart & Holmes Drug Company, whose large and well equipped edifice is located at Seattle, Wash., has entered business in the metropolis of the Northwest for himself. With a background of experience that extends for several years with the Stewart & Holmes organization, Mr. Wilson has formed the Western Pacific Chemical Laboratory, which he has located at 1504 First avenue, Seattle.

From this new Seattle plant Mr. Wilson will produce a list of special toilet preparations, beauty creams, and barber and hospital supplies for a large clientele. The new chemical laboratory will feature facial and skin preparations and at the same time some special medical preparations will be produced at the new laboratory and manufacturing plant which expects to widen its markets in the near future. The diversified lines of chemical, complexion, toilet, barber and hospital supplies will open a number of distribution channels for the business. Some interesting, new products are to be ushered from this Northwestern plant into the field that aims at the physical improvement, the striving after beauty and perfection which is almost universally coveted.

The Commodore Hotel, New York, was the scene of an interesting private showing of motion pictures covering the cinchona industry of Java, the evening of November 6. The pictures were accompanied by a lecture by Dr. M. Kerbosch, director of the government cinchona estate and experimental station in Java. The showing was arranged by R. H. de Greeff, president of R. W. Greeff & Co., New York, American representatives of the Dutch quinine syndicate, and probably the largest importers of cinchona salts in this country.

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We are sorry to report the death of Frances Mefford, wife of H. A. Mefford, vice-president of the Mefford Chemical Company, 1026 Santa Fé avenue, Los Angeles. Mrs. Mefford underwent a major operation at one of the local hospitals, which she did not survive. Mr. Mefford has our heartfelt sympathy.

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Emile Schlienger, head of the house of Bertrand Frères, Grasse, who has been spending about two months with his American representative, P. R. Dreyer, Inc., New York, sailed for home on the Leviathan, November 8. Mr. Schlienger was pleased with the results of his visit and gratified with the usual pleasant reception accorded him by the many friends which he has made in his frequent former visits. He was particularly pleased with the manner in which the American market has been absorbing raw materials recently, pointing out that while the dollar value of imports has declined, the quantities purchased have been steadily increasing, a further indication of sound business as well as of an average price level which should be attractive to consumers of these products.

Dorothy Cocks, formerly director of advertising for



DOROTHY COCKS

Marinello Co., and Inecto. Inc., New York, has established herself at 264 Lexington Avenue, New York City, as an advertising and merchandising advisor in the toilet goods industry. Miss Cocks will devote her efforts to market research, the development of advertising and sales plans, instructing sales people and other activities along the same line such as preparation of advertising copy, booklets, etc. Prior to her

connection with the Marinello interests, she was for five years advertising manager for Elizabeth Arden.

R. O. "Tex" Trowbridge of the Los Angeles office of Colgate-Palmolive-Peet Company, probably owes his life to his ubiquitous brief case which shielded him from a deep gash when his car did a flipflop while calling on an inter-mountain customer last month. The accident occurred when "Tex" turned out to let another driver pass. The driver in question evidently failed to steer far enough to one side, with the result that the soap salesman's life was placed in jeopardy. "Tex," who "set up" the cigars to a coterie of plant owners and peddlers at an informal gathering of the clan the other day, advises all the boys to carry brief cases.

M. Lemmermeyer, sales manager for Givaudan-Delawanna, Inc., New York visited the Canadian agents of his company, Stuart Brothers, Ltd., Montreal, early in November. Mr. Lemmermeyer visited the trade in Montreal and vicinity and reports that while business has been quiet, there are distinct signs of improvement in the industry.

Swindell Brothers, Baltimore, Md., who recently completed research work on a new process for making bottles by machine, advise that they are now in production. The process is referred to as "super machine"; and a bottle made by this process is described and illustrated in the company's advertising insert.

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to its 'Alvi" U. S. Industrial Alcohol Co., New York City, in keeping with its position as the pioneer in its field, has followed other leaders of industry in the thought that pleasantly decorated and appointed offices for executives and clerical assistants aid the efficient performance of work and that such surroundings directly affect and improve the service received by the customer.

With this in view the company recently removed its general offices to the Lincoln Building, 60 East 42nd street. This location opposite the Grand Central station offers the advantages of convenience and accessibility to employees, to customers and to trains, thereby expediting the handling of mails and out of town visits of salesmen and executives.

The new offices occupy the western half of the nine-

This important alcohol producer was organized in 1906 following the enactment of the industrial alcohol law which permits the sale and use of ethyl alcohol free from tax when denatured. Early operations were carried on solely with grain as a raw material, but the company immediately began experimenting with the use of waste molasses in order to produce a lower priced product. The early molasses operations used the type of stills and rectifying equipment which had formerly been used in the grain distilleries, but it was soon discovered that an entirely different type of equipment was necessary to secure the best results when working with molasses as a raw material. Accordingly the company rebuilt and re-equipped with modern stills and rectifiers the two plants then operating in New Orleans, and later in 1914 it erected at Curtis Bay,



R. R. BROWN



A. A. BACKHAUS



GLENN L. HASKELL



SID KLEIN

teenth floor. The space takes the form of the letter "T", extending through the entire block north and south from 42nd to 41st street, with the base of the "T" extending west to Madison avenue. This affords continuous unbroken exposure for air and light.

The office entrance gives access to reception waiting rooms on the left and right, the first serving the suite of the president and his assistants, and the other giving access to the suite of the sales managers and sales staff. Both suites, while properly separated to permit performance of individual function, are sufficiently close for necessary contacts and intercourse, and both have ready access to the service department which contains records, orders and accounts, this being situated in the stem of the "T" shaped space.

The president's suite contains a general directors' room, a smaller executive committee room, an open reception waiting room, and offices of R. R. Brown, president, George Sykes, assistant president, A. A. Backhaus, vice-president and director of production, and Dr. Bernard Herstein, chief technologist. In the sales department suite are located the offices of vice-presidents Glenn L. Haskell, director of sales, and Sid Klein, together with offices of assistant sales director, staff assistants, clerks and secretaries.

The space layout and arrangement are admirably suited to house the activities of the country's largest producer of industrial alcohol; and the appointments, fittings and decorations are in keeping with the general plan. The offices of the principal executive assume a modern tone with period fittings, decorative hangings and colorful leather upholstery.

Baltimore, Md., what was then and, the company says, is now the largest industrial alcohol plant in the United States, and very probably the largest in the world.

In 1910 the company organized the U. S. Industrial Chemical Co. to manufacture an extensive line of chemicals of alcohol origin, including acetates, ethers, plasticizers and other important products. Five distilleries are now being operated at tidewater, one in New York harbor, the large one at Curtis Bay where the chemical plant is also located, two distilleries at New Orleans and one near Los Angeles, Calif.

Plants for the production of alcohol from grain have been maintained at Peoria, Ill., with large storage distribution depots at Peoria and also at Louisville, Ky. Distributing warehouses with sales offices in all key cities located in each jobbing and industrial center throughout the United States complete a most efficient chain of industrial units.

The new executive offices round out the company's facilities for serving its customers in a most efficient manner with a minimum of delay.

The company has always been noted for its painstaking service to its many customers located throughout the country as well as for the rapidity with which it adapted itself to changed conditions in both the manufacturing and the sales end of the alcohol industry. Its scientists are continually working to improve methods of production and eliminate wastes in the alcohol industry. Undoubtedly the facilities afforded by the new offices will materially assist in the maintenance of its enviable record.

Louis Amic, a director of Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, and nephew of Louis Roure, head of that house, sailed on the Leviathan, November 8. With Mrs. Amic, he spent about two months here, making his headquarters with the George Silver Import Co., New York, American representatives of his house. He expressed himself as well pleased with the results of his trip and optimistic on the prospects of a growing business in perfume raw materials in the American market, which, he feels, has been growing steadily despite the more or less unfavorable conditions of the last year.

Tres Bon Laboratories have been organized by Maurice Green, with headquarters in Cincinnati, to develop the individual treatment idea in toilet preparations. The company has six trained operators at work through appointments in the home or the salon advising corrective treatments for skin and hair conditions. Preparations are being manufactured to suit each individual case as they are required.

Dick Stroud, who has charge of all the peppermint farms of the A. M. Todd Co., at Kalamazoo, Mich., paid New York a visit early this month, when he was the guest of G. A. Russell of Jay H. Schmidt, Inc.

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Bruno Court, S. A., Grasse, has advised us that on November 1, a Paris office was opened at 69 avenue des Champs Elysèes. The company is represented here by van Ameringen-Haebler, Inc., New York.

Procter & Gamble Co., has started a campaign for the increased use of glycerine as an anti-freeze and for other purposes. The first release of its series received wide publicity in the press. It was devoted to a brief summary of the discovery and development of glycerine and glycerine recovery and refining.

Dr. Alfred Weed, chemist in charge of the laboratory and research work for John Powell & Co., Inc., New

York City, was married November 20 to Miss Jean Droppers of Shorewood, Wis. The ceremony was performed at the home of the bride's parents in that city and the couple left for an extended motor trip through the Middle West. Upon their return to New York, they will reside in Jackson Heights, L. I. Dr. Weed is well known for the work which he has done on the Powell products and especially for his work on



DR. ALFRED WEED

pyrethrum and other insecticides for which his company is a leading distributor.

Paris Laboratories, Inc., New York City, have advised us of a change of address from 932 Courtlandt avenue to 663 West 184th street, where more convenient quarters have been taken.

The Kranich Soap Co., Brooklyn, N. Y., which is now widely known throughout the entire soap and toilet preparations industry, will shortly complete its first decade in business. The enterprise founded by Herbert Kranich in a small building at 115 Ninth street as the Kranich Chemical Co., has grown and thrived on the business principles laid down by its founder so that

today the net worth of its real estate alone is approximately one hundred times the entire assets put into the company when it was launched.

In 1921 the company was incorporated; and in 1924 it merged with the Specification Soap Co., under the name of the Kranich & Specification Soap Co. Two years later Mr. Kranich acquired complete control and the name was changed to the Kranich Soap Co. The

following year the large factory and office building at 54 Richards street, Brooklyn, and the adjoining lot, were purchased so that the company owns its own home and has ample space for expansion. In view of the progress made in the last three years, it seems likely an addition to the factory will be required before long, despite the fact that the present quarters have been completely equipped with the latest machinery, such as

mills, plodders and oil refining equipment.

HERBERT KRANICH

Herbert Kranich, who founded the company is its president and active head. Miss Belle Hillman is secretary and treasurer. Mr. Kranich has devoted his entire business career to the soap business and is recognized as an authority on the products made by the company. Not only has he written numerous articles on Castile soap but he was consulted by the Federal Trade Commission as an expert on the subject, and his testimony did much to clarify the existing confusion on the subject. He is a member of the Kiwanis Club of Brooklyn, before whom he gave a lecture on the soap industry, last July. He is also a member of the American Institute of Chemists; the Pierrepont Athletic Club; the South Shore Yacht Club, and the Salisbury Golf Club, the latter being near his home in West Hempstead.

A Toilet Goods Division under the chairmanship of Thomas J. McHugh, president of Vadsco Sales Corp., New York City, has been organized as a part of New York's Emergency Employment Committee, according to an announcement by Seward Prosser, chairman of the Bankers' Trust Co., who heads this important relief organization. A similar division in the drug trade is headed by William Jay Schieffelin. Mr. McHugh has sent out a letter to prominent executives in the industry requesting their co-operation in the work and outlining plans for raising funds to be used in providing work for those who are out of employment. Pledges covering a period of thirty weeks are being requested from the companies themselves and from individuals employed in the industry.

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Compagnie Parento, Inc., Croton-on-Hudson, N. Y., was host to a group of men in the trade on the evening of November 7, when motion pictures taken by Addington Doolittle, secretary of the company, on his recent trip abroad, were shown. A dinner given by Mr. Doolittle at a popular New York City restaurant, preceded the motion pictures.

The first pictures shown were those taken by Mr. Doolittle in June of this year at Kischich-Mahle, Bulgaria, in the rose plantations and in the factory of Bottu Mitow for whom Etablissements Victor Hasslauer S. A., is general agent. The pictures, in color, showed how the rose crop is gathered and how afterwards the oil is distilled. An informative talk by Mr. Doolittle added much to the interest of the pictures.

After the rose pictures had been shown, D. E. Picciano, assistant secretary of Compagnie Parento, gave an interesting lecture illustrated with moving pictures, on the manufacture of aromatic chemicals by Organico, Nanterre, France. Subsequently, moving pictures taken on the plantations and about the works of Pierre Dhumez & Cie., in Vallauris, France, and in the lavender fields at Valensole, were shown while Mr. Doolittle discussed the various operations in producing these and other of the company's natural products.

Mr. Doolittle repeated his lecture and the motion pictures were also shown at the first Autumn meeting of the Buffalo section of the American Pharmaceutical Society in Foster Hall, Buffalo, on the evening of November 13. Nearly 100 attended the meeting.

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The Read Machinery Co., York, Pa., has advised us of the election of the following slate of officers which took place at a meeting of the board of directors on October 28 to 29. Chairman of the board, C. Triller; president and secretary, E. H. Ford; executive vice-president and treasurer, G. W. Lichtenberger; vice-presidents, J. Needham and J. S. Prendergast. The company has also advised us that it will become increasingly active in the baking and food products industries and will expand and diversify its production to meet the requirements of other important industries.

Clifton Chemical Co., Inc., New York, has just completed a number of improvements in its present location in the Clifton Building, on Front street. Modern machinery suitable for the manufacture of shaving cream and liquid shaving soap, has just been installed and these products will now be obtainable in bulk form, in addition to the other Clifton preparations.

C. Randall Hammond of the New York division of Rossville Commercial Alcohol Corp. has just returned from a two weeks' Southern trip. Mr. Hammond spent some time in the Carolina mountains, stopping at Asheville. He also visited several other Southern points.

Jean Silvin, president of the Keller-Dorian Paper Co., New York City, arrived in the United States recently from Lyons, France, where the factory and offices of the parent company are located. He expects to remain here for several months conferring with Elmer Moore, general manager of the company. J. Edward Young, Jr., of Thurston & Braidich, New York City, importers of vanilla beans and gums, has just returned from a three weeks trip to the vanilla producing regions of Mexico. Mr. Young says that conditions are favorable for the production of beans of excellent quality for the next crop. He also anticipates that the crop of Mexicans will be large, reaching about 220,000 pounds of whole beans and 90,000 pounds of cuts. This, he believes will have its effect on the market possibly in the shape of lower prices during the middle of the next summer consuming season.

A proposal has been made for the manufacture of perfume materials in the Virgin Islands. Prof. Albert Rossio, Italian horticulturist, who has been visiting the islands, states that soil and climate are favorable for the growth of perfume plants, being quite similar to those in Southern France, and points out that free trade relations with the United States give the islands a considerable advantage on exports of finished products to this market.

Ten thousand trade buyers on four continents will receive the overseas advance catalog of the British Industries Fair, with index in their own languages, at least a month before the Fair opens in London and Birmingham on February 16 next. A later edition of 10,000 copies of the London catalog will be handed out at Olympia to visitors from abroad, and the home buyers' edition, on sale at the Fair, will run to 30,000 copies, making in all a circulation of 50,000. An advance edition of the Birmingham catalog, with index in nine languages, is also to be circulated along with the London catalog. The languages to be used in the former will be English, French, Spanish, German, Portuguese, Italian, Swedish, Polish, and Dutch. In the London catalog Danish will be substituted for Polish.

Maison Blanche Toilet Co., Buffalo, manufacturer of toilet preparations, has advised us that its plant at Bridgeburg, Ont., has been considerably enlarged to take care of growing business. Mme. Helene Terpinitz, an official of the company, has returned from a business trip through Western Canada and reports business in that territory improving rapidly.

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Vadsco Sales Corporation and Subsidiaries for the three months ended September 30, 1930, show a profit after charges, including depreciation, but before Federal taxes, of \$28,062, compared with \$360,384 last year. Nine months' net loss is \$96,520, compared with profit, before Federal taxes, of \$1,278,927 last year.

Warren M. Curry, Southern representative for Kolmar Laboratories, Milwaukee, Wis., has advised us of his removal to Atlanta, Ga. Mr. Curry has been located in Bradentown, Fla., but in future may be addressed at 1393 West Peachere street, Atlanta.

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W. M. Booth, manager, Northwest division, Crescent Mfg. Co., Chicago, makers of "Mapleine," states that in his territory the company had the largest October sales in the history of the organization.

The great British merger known as Allied Stores, Ltd., with a nominal capital of £13,000,000, and ramifications which linked up even vaster interests, is in danger of dissolution. It seems incredible that after the labor involved in arriving at agreements which went so far as to arrange terms for the exchange of stock, the merger will not be completed, but a revision to the original status of some at least of the combining companies appears inevitable. The objections to the merger are the suggestions that pressure will be brought on Allied Stores to give special favor in buying to Unilever, Ltd., and that the former will become a "tied house" of the latter. The Board of International Stores suggests that all the merging companies should make the sanction conditional upon certain safeguards with regard to the manufacture and purchase of the various commodities. The directors of the remaining companies emphatically repudiate this suggestion and say they have the assurance of Unilever, Ltd., that the business of the merger will be conducted on the basis of freedom to buy in open competition. The ultimate result appears to have been a deadlock. The scheme, although it had been agreed to by the various stockholders concerned, had still to come before the Court for sanction. Unilever, of course, is a big manufacturing concern in which Lever Brothers are largely interested, and the Allied Stores is mainly a retail distributing company, although the International Co. has large manufacturing interests of its own.

James Lovatelli, head of the Merchandise Advisory Bureau, New York, has advised us of his appointment as Eastern service representative for the Allen B. Wrisley Co., Chicago, the DeVore Manufacturing Co., Columbus, and William A. Webster Co., Memphis, Tenn. Mr. Lovatelli also represents the Comfort Manufacturing Co. of Chicago.

G. A. Russell, well known in the industry as an author of numerous technical articles, and for his work in chemical research, is now associated with Jay H. Schmidt, Inc., New York, in full charge of the production.

June Days, Des Moines, Iowa, and Chatham, N. J., cosmetics and perfumes, has appointed Howland. Oliphant & McIntyre, Inc., New York advertising agency, to direct its advertising account. Magazine, newspaper, business paper and radio advertising will be used.

Coty, Inc., New York City, reports for the three months ended September 30, net income after expenses, depreciation and Federal taxes, \$221,951, equal to 14 cents a share, compared with \$1,682,500, or \$1.14 a share on a lesser number of shares, last year.

Hingeco Manufacturing Co., Inc., Providence, R. I., have just completed extensive improvements in the arrangement of their general offices at 69-105 Gordon ave., giving the company the most modern facilities for their growing business.

G. M. Bertram of Lever Brothers, Ltd., Toronto, Ont., has been elected a member of the board of directors of the Association of Canadian Advertisers. The association's annual convention was held at Toronto the first week in November. H. H. Rimmer of the Canadian General Electric Co., Ltd., heads the organization for the coming year.

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The Pacific Soap Company, 6830 McKinley avenue, Los Angeles, has placed the sales of the concern into the hands of Coppage & Walsh, a sales organization in Los Angeles. Paul Melchert, who was formerly connected as sales manager with some of the largest oil concerns in the Southwest, will act in the same capacity with the Pacific Soap Company, Ltd.

Edwin Seebach, general manager of Flora Aromatics Co., Inc., 122 Fifth avenue, New York City,



EDWIN SEEEACH

has just returned from a trip through Canada and the Middle West. Mr. Seebach, who met many of his old friends and made many new acquaintances was gratified to note the progress throughout these territories of the Flora brand, manufactured by Chemical Works Flora, Dubendorf - Zurich, Switzerland, and handled here exclusively by his company, which under his energetic direction is gaining more and more popularity.

The general business depression prevalent here was also noticeable in the Middle West but in Mr. Seebach's opinion, the trend is toward decided improvement in the aromatic line during the course of the coming year.

Mr. Seebach has advised us of the appointment of William A. Sherry & Co., Los Angeles, to act as selling agents in that city and in the Pacific Coast territory. This company was organized by William A. Sherry in 1923 and is well known throughout the Far Western section.

The George W. Luft Company, Inc., Long Island City, N. Y., manufacturer of Tangee lipstick and beauty preparations has appointed Jordan Advertising Abroad, Inc., New York, to direct its advertising in the United States and Canada, effective January 1, 1931. Newspapers and magazines will be used. This is in addition to the foreign advertising of Tangee which is also handled by the Jordan company.

Louis J. Freundt, popular representative of the American Can Co. in Chicago, scent a few days in New York this month conferring with officials of his company and visiting his many friends in the metropolitan territory who were very glad to see him.

Margaret Brainard, Inc., New York, cosmetics, has appointed the office at that city of Grace & Holliday, advertising agency, to direct its advertising account.

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rescent that in r sales The Merchants Association of New York has organized a campaign of expansion and a committee of fifty members has volunteered to work on the membership campaign which is a part of this movement. The committee is headed by Malcolm Muir, president of the McGraw-Hill Publishing Co., and among its members is George Anderson, vice-president of Charles Pfizer & Co.

Robert C. Kelly of John Powell & Co., Inc., New York City, returned recently from a trip which carried him through the principal cities in the Middle Atlantic States. Upon his return he left almost at once for a short trip to Canada. He reports that prospects for business in the territory which he visited are much brighter.

George R. MacDonald, New England representative of Ungerer & Co., with headquarters at Boston, paid a visit to New York City early this month while calling on the trade in the Southern section of his territory.

Jean Bagaroff, head of Bagrroff Freres, Sofia, Bulgaria, who arrived on the Aquitania, October 18, has been spending the month visiting his many friends among the consumers of otto of rose. Mr. Bagaroff, tells us that he had as guests during the distillation of this season's crop, Mr. and Mrs. Henry W. Shoe-



LEFT TO RIGHT: Mrs. Jean Bagaroff, Mrs. Henry W. Shoemaker, Mr. Shoemaker.

maker. Mr. Shoemaker is American Minister to Bulgaria. They stayed with Mr. and Mrs. Bagaroff during the season and the accompanying photograph was taken at the Bagaroff plant. It shows Mrs. Bagaroff and Mr. and Mrs. Shoemaker in front of a battery of rose stills.

The Baker Extract Company, Springfield, Mass., has appointed Erwin, Wasey & Company, Inc., advertising agency, to direct its advertising account.

Jean Patou, Inc. announces the opening of its offices at 730 Fifth avenue, New York City, in the Heckscher building. The Paris office is located at 9, rue St. Florentin with factory at St. Ouen.

Rag. Francesco Romeo, executive partner of Scagliola & Romeo, Reggio Calabria, Italy, producers of the well known "Medusa" brand of citrus oils, has been



RAG. FRANCESCO ROMEO

made one of the government commissioners to study and work out rules for the bergamot consortium. He represents the exporters and is working to eliminate the difficulties which have been experienced by United States importers through no fault of their own, thus endeavoring to lead back this industry, now depressed, to more nearly normal valuations. Scagliola & Romeo produce citrus oils, natural and terpeneless, at Reggio

Calabria, Italy, and maintain branches in Grasse, Paris, London, Cologne, Berlin, Hamburg, Leipzig, and New York. In the United States and Canada, the firm is represented by Francesco Ragno, formerly an Italian major and judge, who is internationally known for his services to Italian jurisprudence.

John W. Boyer has resigned as vice-president in charge of sales of the Monsanto Chemical Works, St. Louis, and has been succeeded by G. Lee Camp. Mr. Boyer has advised us that for the present he will take a vacation spent in hunting but that he expects to return to the business world after the first of the year. Details regarding his plans will be announced later.

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Hazel-Atlas Glass Company reports for the three months ended September 30, 1930, a net profit after interest, depreciation, depletion and taxes, of \$529,332, equal to \$1.22 a share on the capital stock, compared with \$753,434, or \$1.90 a share, last year.

In connection with their 35th Anniversary, Magnus, Mabee & Reynard, Inc., New York, are devoting space in their catalogues to biographical sketches of the important figures in the history of the organization. The first of the series, published in the July-August catalogue described the founding of the company and presented a picture and sketch of the career of the late Percy C. Magnus, Sr., who founded the house in 1895. The present number offers a photograph and brief biography of P. C. Magnus, his son, and present head of the company. Mr. Magnus assumed the presidency in 1917, following the death of his father. In addition to his business he has taken an important part in other activities in the trade, as president of the Drug & Chemical Club of New York and a member of the executive board of the Drug & Chemical Section, New York Board of Trade, Inc., He lives in Brooklyn where he has taken an important place in civic and social affairs.

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## Chicago Trade Notes

ISS Frances Martel, who is now in charge of United Exhibitors, Inc., the new Chicago experiment in permanent manufacturers' display and demonstration, reports a rapidly increasing interest among manufacturers, jobbers and beauty parlor operators in the new venture. A regular series of special features has been instituted and began on October 27 with the devotion of the entire evening to demonstrations by I. Leon, of New York. Several hundred people, directly associated with the trade were present. A Hallowe'en party was given on October 31, with an attendance of between three and four hundred. The special feature was the demonstration of beauty makeun and finger waving. Refreshments were served and there was dancing until 12:00 P. M. Monday, November 10 was devoted to exhibits and a beauty show by Nestle-Le Mur, with particular attention to permanent and other hair waving and hair tinting. Refreshments were served. Scheduled for Monday, November 24 is a party at which Gladys Ogilvie, of the Ogilvie Sisters, will demonstrate scientific hair brushing and Ida Hitchcock will show facial treatments. Among the newest exhibitors who have now definitely contracted for space are Kissproof, Inc., with booths for Edna Wallace Hopper products and Anacin, and Nannette, Inc. The steady gain of attention which the exhibits are receiving shows an alertness among the trade in the midwest and a recentivity for new methods of spreading knowledge both of merchandise and the uses of merchandise.

. . . . Final preparations have now been made for the Annual Fall Banquet of the Chicago Perfumery, Soap and Extract Association. It will be held on Thursday, December fourth, in the Ballroom on the fourteenth floor of the Webster Hotel, one of Chicago's new handsome north side hostelries, instead of the Edgewater Beach Hotel, as was previously forecast. The change was made in order to provide a more nearly central location and to take advantage of many facilities not heretofore provided. As in the past, this banquet will constitute the most prominent social affair of the year among the trade in Chicago. Friends as well as members of the association are expected to attend in great numbers. An entirely new and novel series of entertainment features has been devised to harmonize with the new seating arrangement necessitated, and the affair will make for even more cordial mingling among the guests than those of past years. The souvenir bags, so popular with the ladies on former occasions, will be fully as attractive as in the past, and a feature never before introduced has been made possible by the donation of about forty gifts, aggregating in value some \$350, by essential oil and supply houses who do not manufacture finished products suitable for inclusion in the bags. These gifts will be distributed by lot as one of the special entertainment features-one which, we might add, will hold everyone's attention. It is felt that the affair as a whole, with its many new angles, will offer the guests a more exciting and pleasurable evening than those of former years, successful though they have been. The committee, consisting of Frank H. Pettee, chairman, Donald M. Clark, of Franco-Ameri-

can Hygienic Co., Harold E. Lancaster, of Marshall Field & Co., Joseph A. Gauer, of Fritzsche Brothers, Inc., H. G. Mac Kay, of E. N. Rowell & Co., and Euclid Snow, of Mallinckrodt Chemical Works, are planning for a capacity crowd.

At its last October meeting, held at the Midland Club, at noon on Wednesday, the 29th, the association presented the following ticket for the election of officers at the annual business meeting, which is held on the first Wednesday of December: for president, Harold E. Lancaster, of Marshall Field & Co.; for vice-president, Donald M. Clark, of Franco-American Hygienic Co.; for secretary-treasurer, William H. Schutte, of P. R. Dreyer, Inc. As no opposition ticket has yet been presented, it is considered that these candidates will be elected unanimously.

A new golf champion has been crowned by the Chicago Perfumery, Soap & Extract Association in the person of William Lowenstein of Bauer & Black. At the outset of the season the Golf Auxiliary offered as a prize a Q. R. S. DeVry camera and projector for the member making the lowest three scores in any three of the tournaments sponsored by the association. Mr. Lowenstein showed great early season form, scoring



WILLIAM LOWENSTEIN

A. C. DRURY

a 76 at Euclid Hills in April, a 79 at Bunker Hill in May and a 77 at Olympia Fields in June for a total of 232.

The runner up was A. C. Drury of A. C. Drury & Co., who scored 78 at Olympia Fields in June, 80 at Crystal Lake in July and 76 at Medinah in August, for a total of 234. Walter H. Jelly of Walter H. Jelly & Co., was close on Mr. Drury's heels with a 76 at Bunker Hill in May, 77 at Olympia Fields in June and 82 at Medinah in August for a total of 235.

These are excellent scores and we congratulate not only the winner but the two who gave him such a close battle for final honors.

A. F. Loertz, of the H. C. Whitmer Co., of Columbus, Indiana, remains, as yet, his friends will be sorry to hear, too ill to participate actively in his business affairs. It is hoped that he will have an early recovery from his protracted illness.

H. R. Kolar, of Kolar Laboratories, Chicago, recently returned to his desk looking fit after a ten day illness in the hospital following an operation.

William T. Gray, for the last ten years partner in the house of Cooper & Shuesler, manufacturers' agents, Chicago, died at his home in that city November 13 at the age of 53. Mr. Gray had been connected with the wholesale drug trade for many years and prior to his work with Cooper & Shuesler had been vice-president of Stein & Gray, wholesale druggists of Cincinnati. He leaves a widow and two sons. Funeral services were held November 16 from his late home at LaGrange, Ill., and interment at Cincinnati the following day. He was a member of the Chicago Perfumery, Soap & Extract Ass'n., Chicago Drug & Chemical Ass'n., and the Edgewood Country Club, and Midland Club of Chicago.

Mr. and Mrs. J. H. Helfrich are receiving congratulations on the birth of a daughter, Judith, on October 25. We are pleased to report that both mother and daughter are doing well. The proud parents can now boast of two boys and two girls. Mr. Helfrich is president of Helfrich Laboratories, Inc., Chicago and Helfrich Laboratories of New York, Inc.

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Affiliated Products, Inc., Chicago, Ill., declared an initial quarterly dividend of \$.40 per share, which was paid on October 3 to stockholders of record October 2.

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H. D. Crooks, who recently severed his active connection with John Blocki, Inc., is nevertheless a regular participant in the Chicago Perfumery, Soap and Extract's Wednesday bowling sessions at the Elks' Club. Mr. Crooks has been so faithful in his response to the association's activities for so many years that it would indeed be a loss if his companionship were now withheld.

A. J. Dedrick, of Edward T. Beiser Co., one of the most energetic of Chicago essential oil representatives, recently returned from a business trip in the Midwest and reports improved conditions over the immediate

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Howard S. Lyon, of Comfort Manufacturing Co., Chicago, returned recently from the trip East which he made during the first week of November.

## Pacific Coast Trade Notes

S EVERAL of the Oakite Products men have changed territories this year. Geo. C. Polley, who was formerly connected with the Oakland office and called on laundries in northern California, has been in Denver since some time ago, filling the vacancy caused by the death of Mr. Ellingson. H. W. Graham, formerly located at Sacramento, is now in San Francisco and the Sacramento post is filled by W. H. Hotchkiss, while R. E. Graig has been transferred from Fresno to Los Angeles and C. E. Johnson has been appointed to serve at Fresno.

William Nassour of Nassour Bros., Ltd., Los Angeles, Calif., has been confined at his home for several days with a severe touch of grippe. We understand however that he is back on the job again and apparently

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as good as ever. The father of the Nassour boys has sold out his residence and department store in Colorado Springs and he and his family are on the way to Los Angeles to make their future home in that city. . . . .

The Illinois Pacific Corporation, located at 3101 Fruitland, Vernon, Calif., has recently acquired the business of the Southern Glass Company, 2501 E. 26th street, Vernon, Calif. It is intended to discontinue the latter firm and to dismantle the plant.

### New Orleans Trade Notes

INSTALLATION of a new sign, and painting and rearrangement inside and out have just been completed at Ray's, manufacturers and retailers of perfumes and creams. P. J. Ray, proprietor, reports that the renovation is a part of plans to get the best possible results for the winter season. \* \* \* \*

L. H. Stevens, secretary-treasurer of the Ray company, is now acting as manager of the Silver Moon Company, Inc., manufacturers of a general line of toiletries.

Mentholated cough syrup in a 3-ounce bottle with metal cap is the latest addition to the "Hi-Qual" line manufactured by Howell, Inc., makers of toiletries and drugs. This item brings the total of additions during the current year to a round dozen, including bath talc. shaving cream, prickly heat powder, rubbing alcohol, and others. There are now more than 200 items in the "Hi-Qual" line.

#### Wisconsin Trade Notes

THE John Hanser Soap Co., Milwaukee, manufacturers of commercial, laundry, face and shampoo soaps, has increased the floor space of its plant to 32,000 feet with the addition of 12,000 feet on the old plant. The new addition cost approximately \$60,000.

The firm which ranks second among Wisconsin soap producers, was founded in 1890 by John Hanser, who died in 1919. His son, John, then took over the business and is president of the concern, while John A. is treasurer and David J. is secretary. Thus it is that four generations of Hansers have been making soap in Milwaukee since 1890, bringing their craftsmanship over here from Germany where two previous generations were in the business.

Articles of incorporation have been filed in Milwaukee by the Waterless Soap Co. The concern has been authorized to issue 500 shares of preferred stock at \$100 each. Signers of the articles are J. N. Hausmann, C. A. Harris and R. H. Dix. . . .

George A. Roddy, assistant treasurer of the Palmolive Co., Milwaukee, was the recipient of numerous congratulations Nov. 5, in honor of his birthday. Mr. Roddy is also vice-president of the local Kiwanis Club.

The first barber supply outlet in Madison has been opened under the name of the Central Barber and Beauty Supply Co. F. G. Munderman is in charge of the new concern, which also covers central Wisconsin.

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## In Memoriam for Departed Friends

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BAKER, E. S., senior partner of S. F. Baker & Co., and Mrs. Baker, Keokuk, Iowa, November, 1924.

BOOTH, ARTHUR OLCOTT, treasurer of Dodge & Olcott Co., New York, November, 1921.

BOOTH, EMERY T., perfumer, New York, November, 1911.

Bromund, Ernest A., manufacturer of wax products, New York, November, 1918.

BURNHAM, EDWARD, pioneer toilet goods manufacturer, Chicago, November, 1924.

CHILDS, WILLIAM HAMLIN, chairman of the board of the Bon Ami Co., New York, November, 1928.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.
DESCOLLONGES, MME. ETIENNE, wife of senior partner of Descollonges Frères, Grasse, November, 1927.
ECKERT, EDWIN G., flavoring extracts manufacturer,

Hanover, Pa., November, 1914.
GATTAFOSSÉ, ROBERT, perfume expert and author,

Lyons, France, died in the service, November, 1918.

GOERTZ, AUGUST, president of August Goertz & Co.,
Inc., Newark, N. J., November, 1929.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

Jones, Francis W., president of Melba Manufacturing Co., Chicago, Ill., November, 1925.

KILLEEN, WM. H. R., brother of E. V. Killeen, vicepresident of Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November,

KOEHLER, JULIUS, former secretary of Fritzsche Brothers, Inc., New York, November, 1927.

LAYAT, JOSEPH M., perfumer, St. Louis, November, 1913.

LEMERCIER, M., perfumer, November, 1908.

LOVELAND, JAMES W., manager of glycerine department, Armour Soap Works, New York, November, 1926.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

Magnus, Percy C., of Magnus, Mabee & Reynard, essential oils, New York, November, 1916.

SAUER, CUNO F., president C. F. Sauer Co., flavoring extracts, Richmond, Va., November, 1927.

SMITH, DOUGLAS, president, the Pepsodent Co., Chicago, November, 1927.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes, Rochester, N. Y., November, 1909.

THOMAS, VINCENT B., president of Harriet Hubbard Ayer, Inc., New York, November, 1918.

Wirz, A. Herman, president of A. H. Wirz, Inc., Chester, Pa., November, 1929.

#### Michael Winburn

Michael Winburn, founder and chief owner of the Cadum Soap and Products Company of Paris, died at the age of 68 at his Paris home November 13 after several weeks illness. Mr. Winburn was also widely known in New York as the founder and president of the Omega Chemical Company and as one of the first advertising men to use street cars and signboards.

He was head of the advertising agency bearing his name at 576 Fifth avenue.

In appreciation of his many philanthropies in more than twenty-five years of residence in Paris, he had been decorated by the French Government. The same day as his death most Parisian newspapers were carrying an announcement of his latest charitable donation, the gift of his beautiful chateau at Varennes-Jarcy to the French Government for the creation of a country sanitarium for convalescent poor children of Paris.

Mr. Winburn is survived by his widow, who also has given generously to French charities and recently provided funds for building a children's hospital at Courbevoie near Paris.

The body will be sent to America for burial in the family mausoleum in Mount Hope Cemetery, West-chester County, N. Y.

## \* \* \* \* Felix Hoendorf

Felix Hoendorf, manager of the San Francisco Branch of George Lueders & Co., New York, died in San Francisco, October 25, at the age of 56. Mr. Hoendorf was a nephew of George Lueders, head of the house, and entered its employ more than thirty-five years ago. After a few years at the home offices in New York, he established the San Francisco branch some thirty years since. Of likeable disposition and familiar with his line, Mr. Hoendorf soon made a host of friends from Vancouver to Los Angeles with whom he enjoyed intimate relationship for many years, and who will regret his passing. Mr. Hoendorf leaves a brother and two sisters. Funeral services were held in San Francisco, October 27.

## \* \* \* \* Robert A. Rouse

Robert A. Rouse, sales manager of the Continental Can Company, Baltimore, died October 28 at the age of 45. Mr. Rouse joined the force of the Continental Can Company in 1906 and has been in their service ever since.

Mr. Rouse was born in Baltimore, but spent most of his boyhood in Joppa, Md., with his uncle, the late Colonel Joseph B. Hanway. He was graduated from St. John's College in 1906. He was a member of the Baltimore Country Club, the Merchants' Club and the Baltimore Athletic Club and served for several years as treasurer of the last named organization. He was also a member of Boumi Temple, Mystic Shrine, and a charter member of Sigma Chapter, Phi Sigma Kappa Fraternity of St. John's.

He is survived by his widow Mrs. Nellie Morrison Rouse and a stepson, Frederick Morrison.

#### \* \* \* \* Ernest Moller

Ernest Moller, for many years manager of the export department of the Bayer Co., New York City, was instantly killed October 24 when he fell from the window of his apartment on Riverside drive, New York. Mr. Moller, who was 55 years old, was born abroad but came here at an early age and for thirty years was connected with the Bayer Co. A large part of the company's excellent South

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and e of nsin. American business was built up under his direction. Recently, he had been worried over the possibility of the loss of his position with the company and it is believed that this drove him to leap from the window to his death. He leaves a widow and one son, Ernest, Jr.

## Henry Kimberly Babcock

Henry Kimberly Babcock, at one time connected with the Kimberly-Clark Corporation, Neenah, Wis., and son of the late Havilah K. Babcock, one of the founders of that corporation, died October 27th at his home in that city at the age of 53.

Mr. Babcock had been a life-long resident of Neenah, Wis. He was graduated from Yale in 1899. His business interests included a directorship of the First National Bank and he was also vice-president of the Fox River Paper Company, Appleton. His widow, three sisters and a brother survive.

## **New Incorporations**

Note.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "Please Forward."

Parisian Products Corp., Newark, N. J., pharmaceutical products, \$125,000 preferred stock; 2,500 shares of common. Philip P. Coffin, Jr., Newark, N. J.

Veld-Derman Co., Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. G. G. Beach, 19 West 44th street, New York, N. Y.

Prophylactic Soap Corp., Borough of Manhattan, N. Y., cosmetics, \$20,000. Weissman & Rapps, 16 Court street, Brooklyn, N. Y.

Hollywood Cosmetics, Borough of Manhattan, N. Y., \$10,000. Reit & Kaminsky, 1441 Broadway, New York, N. Y.

Awthorne Chemical Co., Dover, Del., soaps, \$100,000 preferred; 4,000 shares common stock. Capital Trust Co. of Delaware.

Cruzelle Bros., Borough of Manhattan, N. Y., cosmetics, 100 shares common stock. H. Kirshbaum, 67 Wall street, New York, N. Y.

## **Business Troubles**

David S. Kaplan, trading as State Tower Drug Company, Syracuse, N. Y. Liabilities, \$20,949; assets, \$3,525.

Ideal Store, 4721 White Plains avenue, N. Y., drugs and perfumery.

Moses Weiss, 1231 Forty-third street, Brooklyn, N. Y., and 88 First avenue, Manhattan, N. Y., pharmacist. Liabilities, \$1,403; no assets.

A. D. Lenz, De Kalb, Ill., drug store. Involuntary. Creditors include Vadsco Sales Corporation, a claim of \$1,000.

Irving Rebarber, 9101 Polk avenue, Queens, N. Y., drug store, has made an assignment to Bernard Kagel, 300 Madison avenue, Manhattan, N. Y.

Herman Brussels, 1132 Bedford avenue, Brooklyn, N. Y., drug store, has made an assignment to Jesse M. Goldbaum, 16 Court street, Brooklyn, N. Y.

Louis Rich, 3901 Broadway, N. Y., trading as the

Theresa Pharmacy, has assigned to Charles Arnowitz, 305 Broadway, N. Y.

Samuel Applebaum, 2295 Morris avenue, New York, N. Y. No schedules filed.

Sidney Marcus, 8002 Twentieth avenue, Brooklyn, N. Y., pharmacist, by Abraham E. Gusman, for \$590; Louis Abowitz, \$71; and Towns & James, \$300.

Louis Wasself, 225 West 34th street, New York, N. Y., druggist. Liabilities, \$79,176; assets, \$2,500. Principal creditors listed are Trade Bank of New York, \$20,340; Harry A. Schwartz, \$5,000; The Peck Plan, Inc., \$4,700; Kirschbaum Bros., \$5,354; Adams & Co., \$3,463.

Jacob Greenberg, 1129 Brighton Beach avenue, Brooklyn, N. Y., individually and doing business as the Progressive Pharmacy. Liabilities, \$11,382; assets, \$3,050. Judge Byers has appointed Joseph Salpter, 1554 Ocean avenue, Brooklyn, N. Y., receiver, in bond of \$3,000.

Jacob Keopp, Buffalo, N. Y., hair dresser. Liabilities, \$9,655.79; assets, \$6,560.25, and secured claims, \$5,900.

David Tannebaum, 53 Washington street, New York, N. Y., jobber of toilet articles, has assigned to Samuel W. Fisher, 1440 Broadway, New York, N. Y.

## Circulars, Price Lists, etc.

THE HOUSEHOLD MAGAZINE, Topeka, Kansas, has issued an elaborate survey of wholesale trade in the grocery, drug, hardware and drygoods fields covering isolated areas in all parts of the country. The survey was made by Walter Mann and staff, New York City, and discloses some very interesting details regarding the distribution of goods through wholesale channels.

ANTOINE CHIRIS Co., INC., New York, has received the following report on jasmin products from its principals, ETABLISSEMENTS ANTOINE CHIRIS, Grasse, France: "It seems that the present crop will amount to about 60% of a normal one: this is due to the long period of bad weather experienced in September and also to the decision not to gather the flowers after the 15th of September, a step which has been deemed necessary in consideration of the poorer and poorer quality of the flowers. It is perfectly logical to consider that the 1930 crop will be easily absorbed by the trade which will even have to consume the last part of the stocks carried over from the previous crops; even if the present crisis holds out for several months all the available stocks should be exhausted before next July; the slightest activity which might manifest itself before the next crop takes place would certainly cause a demand which would be reflected by higher prices.

"The acreage of the plantations has already shown a notable decrease as some of them did not pay at the present market price for the flowers, in addition, several recent plantations, about 4-5 years old have shown an abnormal percentage of dead stems and their yield has been inferior to the one of many plantations 15 or 20 years old; this fact deserves a thorough investigation but we may already say that our farmers have not been so attentive and careful as they used to be in the past; these plantations have been created at a time when the plants and the grafts of a good quality

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could not be easily available—from 1924 to 1926 everybody was eager to plant rapidly owing to the high prices and most of the farmers were not, or could not be, very discriminative."

E. Bontcheff & Co., Kazanlik, Bulgaria, have sent us through their agents Dodge & Olcott Co., New York City, the following very interesting table showing production, yield and prices of roses during the last four years and a comparison with 1914, the last pre-war year. In the table one dekar is the equivalent of 1,000 square meters or about one-quarter acre. Levas may be figures as 138 to the dollar.

Belgian Trading Co., Inc., New York City, has sent us its No. 19 price list of essential oils, natural flower essences, aromatic chemicals, synthetic perfume bases and concentrated perfume bases. This price list features particularly French concentrated perfume bases and contains several suggestions as to their use.

THE CHEMICAL MACHINERY Co., New York, has just issued an attractive folder outlining the wide variety of types of reconditioned machinery now available at its plant in New York. This folder will be mailed by the company upon request.

	1914		1927			1928			1929				1930					
of	Rose gardens in dekars	Price of the roses per kilo		Amount of rose flowers in kilos	Yield of roses per deker in kilo	Price of the roses in levas per kilo	Rose gardens in dekars	Amount forese flowers in kilos	Yield of roses per dekar in kilo	Prica of the roses in levas per kilo	Rose gardens in dekars	Amount of rose flowers in kilos	Vield of roses per dekar in Itilio	Price of the roses in levas per kilo	Rose gardens in dekars	Amount of rose flowers in kilos	Yield of roses per dekar in kilo	Price of the roses in levas per kilo
Karlovo	32.163	5,35	30.025	5.707.340	190	12	30.977	3.129.877	101	12-15	35.448	4.567.854	129	20	36.606	4,702.487	128	22
Kazanlik	26.111	5	13.943	1.843.508	132	12	13.651	1.237.052	91	12-15	13.190	1.709-865	130	20-23	13,682	1.366.565	100	22
Plovdiv	11.157	OLD.	6.145	1.021.700	166	12	6.759	306.310	45	12-15	7.536	799,535	107	20	8.026	640.266	80	22
Tcwirpan	6.613	S. P.	3.690	611,065	166	12	4,124	305.040	74	12-15	4.333	504.217	116	17-20	4,473	404.09G	90	2022
StZagora	3.748	Pep	856	141.489	165	12	945	73.614	-78	12-15	778	78.743	101	20-23	786	118,000		Z
Nova-Zagora	2.263	sko	1.922	186.942	97	12	1.648	133,209	81	12-15	1.655	152.645	92	20-21	1.631	195.720	120	22
	82-055	0,20	56.581	9.512,044			58.104	5,185.102			62.940	7.812.859			65.204	7,427,128	_	

R. F. Revson Co., New York, has issued a leaflet showing a partial list of the cosmetic raw materials which it handles. The company emphasizes the fact that the list is not a complete one since new items are continuously being added to its line. Its purpose is to handle all raw materials for toilet preparations with the exception of alcohol and essential oil. The company states that:

"In presenting this list of materals to the trade, we desire to emphasize the fact that we furnish all chemicals required by the cosmetic industry, with the exceptions of alcohol and essential oils. Continuously new items are being added. If you do not find herein the material you seek, it is very probable that we are in a position to supply same none the less. As direct agents or importers we are able to give you excellent prices.

"It is our endeavor to handle the best material for a given purpose. Concerns who want the best often turn to us in full confidence that we can understand and can supply their needs. To those of you who think that better grades are too expensive for their products, may we suggest that the cost of advertising is approximately 33½% of the list price. The best raw materials add only a fraction of a cent per package and insure repeat business. In the manufacture of cosmetics, it is peculiarly true that the best is the cheapest in the long run."

MARTHA MATILDA HARPER, INC., Rochester, N. Y., have sent us the November-December issue of the Harper Method Progress. This little magazine is attractively printed in orange and black ink and contains many valuable articles on beauty treatments illustrated with sketches. It also contains news of the Harper Method beauty shops throughout the country, and many suggestions for Christmas selling.

THE PHOENIX HERMETIC Co., Chicago, in appreciation to women for showing the business world the importance of attractive dress and the pleasing effect of the ensemble idea, has dedicated the October issue of The Phoenix Flame to the ladies. This little magazine is profusely illustrated with interesting sketches of women's fashions for morning, afternoon and evening wear, and contains several articles of interest to women. To carry out the idea of a Ladies' Number, the cover shows the heads of an attractive man and boy. In the back of the magazine are reproduced advertisements of nationally advertised products on which Phoenix caps are used.

## **Book Review**

(Copies of Books Reviewed in this Column, and Other Works Useful to our Readers may be Obtained through the Book Department of The American Perfumer & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

#### A Laboratory Hand Book

LABORATORIUMSBUCH FUR DIE INDUSTRIE DER RIECH-STOFFE, by Dr. Oskar Simon. 3rd revised edition by Dr. H. K. Thomas. Verlag von Wilhelm Knapp, 1930. pp. VI + 101. 8 figs. 8 vo. Paper. Price \$2.00.

The new edition of this little handbook has been prepared by Dr. H. K. Thomas of Schimmel & Co. A. G., Miltitz bei Leipzig, Germany, with the assistance of that famous organization. The plan, scope and general arrangement remain essentially the same as in the previous editions, but the separate chapters have been carefully reviewed and revised so as to bring them as nearly up to date as possible, by discarding older and less satisfactory methods in favor of later and more accurate ones, by the insertion of the most generally accepted physical and chemical constants, and by the

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addition of such supplementary material as seemed desirable.

The first 39 pages of the book are devoted to General Methods of Investigation: (a) Physical Methods, (b) Chemical Methods, (c) Investigation of an ethereal oil, and (d) Detection of some adulterants frequently found in ethereal oils.

The following 46 pages are occupied with a discussion of special methods of investigation and brief statements concerning the more important perfume substances, subdivided into (a) ethereal oils, (b) naturally occurring and artificially prepared chemically individual perfumes, (c) balsams and resins, and (d) animal perfumes. An excellent Index completes the work.

In general it may be said that this book will be most

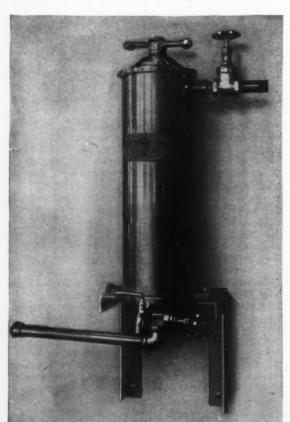
valuable to those engaged in the investigation, analysis and detection of adulteration especially of the essential oils, although much useful data of similar character will also be found relating to other perfume materials. It is in no sense a laboratory preparation book and makes no attempt to give directions for the production in the laboratory of any of the important synthetic perfumes listed, or even to mention the chief method of manufacture, as it was probably felt that this would increase the size of the book unduly and carry it beyond its chisen field.

For the practical perfume chemist, it is a most helpful and compact summary of useful information, to be kept constantly at hand in the laboratory and to be supplemented when necessary by the larger reference works and special treatises. MARSTON T. BOGERT.

## New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

A LSOP ENGINEERING CORP., New York City has just placed on the market a new water filter for which numerous advantages are claimed.



In describing this filter, the Alsop company says: "The object is to provide a filter that will supply a large quantity of filtered water without clogging up, and that can be cleaned out in two minutes, thus eliminating the usual long mussy job heretofore necessary.

"The filter or a number of them, depending on capacity desired, connects, to any pipe line, and the water passes through with very little drop in pres-

sure. By shutting off the inlet and outlet valves the lid can be removed for inspection, and if the filter medium is found to be very dirty, it only takes a couple of minutes to remove a screen on which is wrapped two layers of heavy French filter paper, and re-wrap with clean filter paper, which makes the filter as good as when new.

"As it is a difficult, dirty, and cumbersome job to scrape old-fashioned filter stones or renew batches of sand commonly used, ordinary filters are seldom reconditioned as often as necessary. For this reason, the new 'HY-SPEED' filter, in which it is so easy to change the filter medium, insures a pure water supply at all times.

"Bottles or other processing equipment cannot be rinsed or washed clean with dirty water, and as the filters are so inexpensive, every concern should use them wherever dirt-free water is needed.

"All parts are of brass or bronze and finished in highly polished nickel. Chromium plate can be supplied at an extra charge.

"Model No. 1 has 400 sq. in. filtering area. Pipe connections are %". Capacity 15 gal. per minute at 25 lbs. pressure. Constructed to stand 100 lbs. per sq. in. pressure.

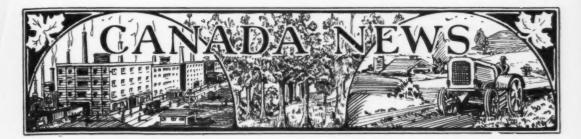
"Two or more can be connected in parallel for greater capacity, in which case one filter can be cleaned while the other is still operating.

"The filter can be connected up to supply line in a short time at very little expense."

#### The Way You Speak

Words may have a double meaning. Manners have one meaning only.

It is not so much what you say as it is the manner in which you say it.—The Silent Partner.



#### Montreal

NO action is now pending by the Association of Professional Chemists of Quebec to induce the Quebec Legislature to enact that only members of the association should be permitted to practice in this province.

At the annual meeting of the association in the city of Quebec the matter was up for discussion and decision was left finally to the new officers as to whether immediate action should be taken. Now, it is stated, that the heads of the organization have met and decided not to take any steps at the present time. The majority of the members endorse the view that the time is not opportune for another struggle.

When the chemists bill was before the legislature last winter the proposal was thrown out and hearing that a renewed attempt was to be made at the coming session the Canadian Manufacturers Association which took the first step towards securing the defeat of the bill on the last occasion immediately despatched a letter to all the members of a special committee of chemists who aided in the defeat of the bill.

The decision of the officers of the Association of Professional Chemists not to renew the attempt to secure the desired legislation at this juncture means that the whole question is in abeyance, for the time being at any rate, both on the part of the supporters and opponents of the measure.

Joseph Jutras of Les Parfumes Jutras Limited, Montreal, is interested in a new humorous fortnightly to appear shortly in Montreal in the French language. The journal which will be called the Rigolo will be edited by Mr. Jutras who will also be responsible for the illustrated section. At the last meeting of the Chambre de Commerce, Montreal, Mr. Jutras, who is a member of the Chambre, attended, and made sketches of a number of his colleagues for inclusion in his new journal.

The contract has been awarded for the erection and addition to be made to Charles E. Frosst & Co.'s pharmaceutical plant on St. Antoine street, Montreal. Work has begun, and will be completed by the end of the year, it is believed.

Prosperity week in Montreal from October 11 to October 18 proved a big success and perfumers took full advantage of the occasion to introduce bright window displays and make many price reductions.

## Toronto

THE entire council of the Canadian P. A. T. A. will be called to a meeting just as soon as the result of the appeal that body made to the Privy Council in England is announced. The Canadian courts decided some time ago that the organization was one that was formed in restraint of trade; the Association thought otherwise and asked for an appeal. The point to be decided upon rests with the Privy Council.

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Wellman Sales, Ltd., is the name of a new sales agency which has opened an office in Toronto at 69 York street. The new organization will handle a selected group of drug and cosmetic lines. The president of the company is Murray Wellman, and C. L. Bourne will look after the sales. Hinze Ambrosia, Heck, D'Ouchy perfumes and Girey compacts are some of the lines.

H. L. Schade, representing Sterling Products, Ltd., Windsor, Ont., says business is good. "We are booking winter business and so far we are pleased with the result. Our volume of sales has not fallen off to any appreciable extent and we are counting on a finish at least as good as, if not better than, last year." This company has just added another 20,000 square feet to their laboratory.

The annual financial statement of International Proprietories, Ltd., for 1929 indicates that that company had a good year. Consolidated net profit from operations after depreciation is set down at \$1,270,483, an increase over the previous year of \$151,839. Harold F. Ritchie, Toronto, who formed the company, is president of the organization.

Thos. A. McGillivray, president of McGillivray Brothers, wholesale representatives of a number of English and U. S. perfume houses, states that his company's business so far this year shows an increase of 50% over last year's sales.

John H. Fulton, Victoria, B. C., has been elected president of the British Columbia Pharmaceutical Association. Fred. J. Boles, Vancouver, is vice-president; and Russell H. McDuffy, Vancouver, gets the post of combined secretary-registrar and treasurer.

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A retail druggist, Fred. G. Brown, was elected last month as president of the Vancouver Gyro Club.

Wm. H. Worden, one of Toronto's oldest druggists, died during the month past. After his decease it was found that Mr. Worden was a famous collector of antiques, especially of china and glassware, his collection being one of the best on the American continent. . . . .

Twelve candidates for Licentiate of Pharmacy were successful at the semi-annual examinations of the Pharmaceutical Association of the Province of Quebec, held in Laval University, Montreal, last month. Two others were successful in obtaining the certificate of assistant pharmacists.

A Toronto boy scout, held up while acting as messenger for one of the local drug stores and forced to give up the change he was carrying, was presented with a cheque by the drug company for his bravery in following the bandit, getting back the \$3.85, and causing the arrest of the thief.

The fifth annual tournament of the Toronto Druggists' Golf Association was held at Scarboro Country Club on October 3, with an attendance of 71, all eager to win a prize. A dinner followed the conclusion of the tournament.

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The Canadian drug trade was hit by the prevailing depression less than any other trade, states J. P. Richards, president and general manager of the Richards Glass Co., Toronto, in a recent interview.

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J. W. McCoubrey, president of the United Drug Co., Toronto, one of Canada's strong drug chain organizations, stated at last month's meeting of the druggists of Wellington county that "No chain store ever developed in Canada can compete with the individual

Wellington County Druggists' Association met in quarterly meeting at Arthur, Ont., last month. This is probably the strongest district organization among the druggists of Canada-and is mostly composed of retail druggists in one-store towns and villages.

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The first farmer in Canada was Louis Hebert, a Paris, France, druggist. He was the first white man to clear land at Quebec, and his daughter married a man named Gouillard, who was the second farmer in the new colony.

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J. T. Crowder, Toronto, one of the most prominent retail druggists in Canada through his connection as president of the Retail Merchants Association, from which post he recently resigned, was tendered a banquet by his friends in that organization recently, in the Royal York Hotel, Toronto.

The A. J. Krank Manufacturing Company, St. Paul, manufacturer of Krank's toiletries, has placed its advertising account with Carroll Dean Murphy, Inc., Chicago advertising agency.

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Forest Morey, St. Catharines, Ont., won the Parke, Davis & Co.'s trophy for his play in the Western Ontario Druggists' Golf Tournament.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks Canada relating to the industries represented by our publications.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, deregistrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT Perfumer Publishing Co., 432 Fourth Ave., New York.

PATENTS GRANTED

305,022.—Cleaner. Joseph Lewis, Toronto, Ontario, Canada, assignee of Homer Landon, Cleveland, Ohio. 305,133.—Crotonic Aldehyde. The British Industrial Solvents Limited, London, England, assignee of The Firm of Holzerkohlungs-Industrie Aktiengesellschaft, assignee of Josef Seib, both of Konstanz (Badenia), Germany.

TRADE MARKS REGISTERED

"Van-Tap." Vanity Cases. Reich-Ash Corporation, City and State of New York.
"R 100." Toilet preparations and soaps. H. A. Bernard, Cité de Grand 'Mére, Province of Quebec.
"Bella Vista." Hair Tonic. The Paris Hair Tonic Company, Societe Anonyme, Paseo de la Reforma No. 725, Lomas de Chapultepec, Mexico City, D. F.
"Matinee Violet." Soap, toilet water, and talcum powder. The J. B. Williams Company (Canada) Limited City of Montreal Province of Quebec, and of

Limited, City of Montreal, Province of Quebec, and of

"Tellall Products." Shampoos, ointments and general articles of toilet. Obadiah Shedwick, Toronto, Ontario. "Maja." Toilet preparations. Myrurgia, Societe Anonyme, Calle Mallorca, 351, Barcelona, Spain. "Similax." Dyes for the hair and toilet articles. Notox Limited, 22 St. Margaret's Road, London, W. 7,

England.

"Washrite." Cleaners, soaps, detergents, washing compounds, and washing powders. The Jaffe Company,

Limited, Montreal, Quebec.
"Bath-Tabs." Toilet preparations. Reckitts (Oversea) Limited, of Hull, England, of the City of Montreal, Province of Quebec, City of Toronto, Ontario,

The Toronto Industrial Commission announce that the Mallinckrodt Chemical Works of Canada, Ltd., which up to the present has only been distributing from their premises on Scott street, have purchased a building at 183 Front street, east, and plan the production of some of their products there for the Canadian trade. The parent company is located at St. Louis, Mo., where they manufacture medical, photographic and technical chemicals. R. B. Murray, a Canadian, is in charge of the Toronto plant.

Nothing of any importance was discussed at the monthly meeting of the Pharmaceutical Association of the Province of Quebec, only routine matters occupying the attention of the members. E. F. Larose presided. . . . .

A lone armed bandit held up the clerk at McGill Pharmacy, 4911 Wellington street, Verdun, Montreal, and decamped with \$68 from the till and \$9 which the thief took from the pockets of the clerk.

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# Patent and Trade Mark Department

Conducted by Howard S. Neiman

HIS department is conducted under the general supervision of Howard S. Neiman, contribution supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Porfumes. Soaps, Flavoring Extracts and Toilet Perfumes, Preparations.

Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, deregistrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT Perfumer Publishing Co., 432 Fourth Avenue New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

## Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

286,245.—The Heller-Deltah Co., Inc., New York, N. Y. (June 20, 1929.)—Toilet Preparations.

286,643, 286,644.—May Department Stores Co., New York, N. Y. (Mar. 27, 1929.)—Toilet Preparations, Toilet Articles, and Cosmetics.

287,425.—Geo. Rasmussen Co., Chicago, Ill. (1914.)— Scouring Powder.

290,061.-Marie Ewing, Oregon City, Oreg. (Aug. -Soap.

292,768.—Lester L. Findley, doing business as The X-Tex Company, Los Angeles, Calif. (Sept. 1, 1927.)
—Deodorizing and Cleansing Powder.
292,785.—Bear-Stewart Co., Chicago, Ill. (Jan. 1,

1914.)—Flavoring Extract.
295,069.—Dean's, New York, N. Y. (1900.)—Vanilla Extract, and Vanilla Beans.
296,377.—Vanity Fair Laboratories, Inc., doing business as Chenée, Memphis, Tenn. (March, 1918.)— Toilet Preparations.

296,606.—McKesson & Robbins, Incorporated, Bridge-port, Conn. (Under 10-year proviso. 1853.)—Essen-tial Oils, Toilet Preparations, Flavoring Extracts.

298,206, 298,207.—Hermann Schellenberg, Senior, Berlin, Germany. (1913 and 1911 respectively.)—Hair Dye and Perfumery

Dye and Perfumery.
299,018.—Joseph B. Rosenthal, Cleveland, O. (Jan.
1, 1914.)—Foot Powder.
300,006.—Elizabeth Arden, Inc., New York, N. Y.
(July, 1920.)—Cosmetic Creams for the Skin, Lotions for Application to the Skin, Sunburn Ointment, and

Hair Tonic.
300,369.—Sheer Pharmacal Corporation, St. Louis,
Mo. (Sept. 1, 1929.)—Depilatories and Hair Removers.
300,950.—H. P. Lau Co., Lincoln, Nebr. (1903.)—

301,366.—D. Stanley Seibel, doing business as M-De-S Laboratories, Kansas City, Mo. (Jan. 15, 1930.)—

Suboratories, Kansas City, Mo. (Jan. 15, 1930.)—
Germicidal Soap.

301,481.—Leonard E. Lisner, New York, N. Y. (May 22, 1930.)—Essential Oils and Toilet Preparations.
301,492.—Mondaine Products Corporation, New York, N. Y. (Aug. 15, 1928.)—Partially or Completely Filled Vanity Compact and Loose-Powder Cases, and Refills.
301,503, 301,505.—Polak & Schwarz, Zaandam, Netherlands, and New York, N. Y. (1912.)—Extracts.
301,504, 301,506.—Polak & Schwarz, Zaandam, Netherlands, and New York, N. Y. (1912.)—Natural and Synthetic Essential Oils, Aromatic Chemicals, and Flower Oils Suitable for Perfuming Purposes.
301,507.—Polak & Schwarz, Zaandam, Netherlands.
(1912.)—Natural and Imitation Flavors Suitable for Flavoring Foods and Ingredients of Food.
301,860.—David N. Ditchek, doing business as Violet Disinfectant Co., New York, N. Y. (Apr. 30, 1930.)—Liquid Preparation for Disinfectant and Deodorant Purposes.

Purposes

302,277.—Hattie B. Jarrett, doing business as Madame Jarrett, Denver, Colo. (May 9, 1930.)—Creams, Hair Pomade, Face Powder, Skin Tonique and

Orange-Flower Skin, and Tissue Cream.
302,309.—H. Kohnstamm & Co., Inc., New York,
N. Y. (Jan. 2, 1928.)—Cleaning Powder for Laundry

303,060.-Lionel Trading Co., Inc., New York, N. Y.

(January, 1930.)—Lip Sticks.
303,489.—The Reed Laboratories Incorporated, Kew Gardens, N. Y. (Apr. 15, 1930.)—Rouge for Use on the Face and Lips.

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303,525.—American Disinfecting Company, Sedalia,
Mo. (July 1, 1930.)—Liquid Soap Soluble in Gasoline.

303,545.—Pinolux Company, Camden, N. J. (Apr. 15,
1929.)—Soluble Pine Oil for the Bath and for Use as a Liniment.

303,582.--Societe Anonyme Française Redfern, Paris, France.

303,653.—Parfumerie Roger et Gallet, Societe nonyme, Paris, France. (Under 10-year proviso. Anonyme,

Anonyme, Paris, France. (Under 10-year proviso. 1892.)—Toilet Soaps.
303.713.—Louis Halk, doing business as Bel-Ong Co., New York, N. Y. (July 8, 1930.)—Liquid Nail Polish, Liquid Cuticle Remover, Liquid Polish Remover.
303.714.—Louis Halk, doing business as Quix Co., New York, N. Y. (July 17, 1930.)—Liquid Nail Polish, Liquid Cuticle Remover, Liquid Polish Remover.
304.242.—Houbigant, Inc., New York, N. Y. (July 31, 1930.)—Toilet Preparations.
304.606.—Croyden Products, Inc., New York, N. Y. (June. 1930.)—Perfume Atomizers.

(June, 1930.) - Perfume Atomizers.

304,654.—Euro American Corporation, Newark, N. J.

(September, 1929.)—Perfume. 304,673.—John Russo, Washington, D. C. (February, 1930.)—Compound Hair Tonic for Dandruff and Itch-

ing Scalp.
304,768.—Louis Greengard, doing business as Per-Borine Chemical Co., St. Louis, Mo. (Dec. 15, 1929.)— Tooth Powder.

304,797.--Elizabeth Bryant, New York, N. Y. (March 1929.)-Preparation for Promoting the Growth of

304,836.—Tyson & Company, Inc., doing business as Erl-Ene Perfumers, Paris, Tenn. (July 10, 1930.)— Bleach Créme.

304,860.--Friend-Ullrich, Inc., Fort Smith, Ark.

July 31, 1930.)—Deodorant.
304,884.—The E. L. Patch Company, Stoneham,
Mass. (July 15, 1930.)—Cold, Beauty, Cleansing, Refreshing, Finishing, Massage, and Bleaching Creams.
304,965.—Mrs. Hattie Moncrief, Atlanta, Ga. (July

19, 1930.) - Hair Restorer.

39LIRA 286,643

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## TRADE MARKS



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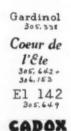
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306,318

304,980.—Samuel Tinsky, New York, N. Y. (Aug.

20, 1930.)—Shaving Cream.
305,071.—Dan-Der-Les Manufacturing Co., North Haledon, N. J. (June 1, 1930.)—Hair Tonic.
305,083.—Lucinda Gaylard Massey, doing business as Gaylard Massey, New York, N. Y. (Aug. 20, 1930.)

Toilet Preparations.

305,116.—Paul Peter Mulhens, doing business as Eau
Cologne- & Parfumerie-Fabrik "Glockengasse No.

de Cologne- & Partumerie-Fabrik "Glockengasse No. 4711" gegenuber der Pferdepost von Ferd. Mulhens, Cologne, Germany. (April 1930.)—Soaps. 305,117.—Paul Peter Mulhens, doing business as Eau de Cologne- & Parfumerie-Fabrik "Glockengasse No. 4711" gegenuber de Pferdepost von Ferd. Mulhens, Cologne, Germany. (April, 1930.)—Toilet Preparations

305,197.—Soapless Foam, Limited, London, England. (Dec. 16, 1929.)—Shampoo Preparations, Face Creams, and Perfumes.

305,208.-Robert Bonner, Valdese, N. C. (June 1, 1928.) - Extracts.

305,227.—Keystone Products Company, Pittsburgh, a. (June 17, 1930.)—Shampoo Preparation. 305,248.—The Styron-Beggs Company, Newark, Ohio. (January, 1921.)-Bluing and Talcum Powder.

305,338.—H. Th. Bohme A. G., Chemnitz, Germany. (May 16, 1930.)—Soaps and Soap Preparations. 305,404.—Houbigant, Inc., New York, N. Y. (May 16, 1930.)—Toilet Soaps and Shaving Creams. 305,414, 305,415.—Rallet Corporation of America, Wilmington, Del., and New York, N. Y. (Aug. 19, 1930.)—Toilet Preparations. 305,471.—Al-Bert Co., Hamilton, O. (July 25, 1930.)—Hand-Soap Paste.

305,471.—Al-Bert Co., Hamilton, O. (July 25, 1930.)
—Hand-Soap Paste.
305,511.—The Ayer Company, Lowell, Mass. (Mar. 21, 1930.)—Hand Lotion, Astringent, Special Astringent, Shampoo, and Hair Lotion.
305,516.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Aug. 20, 1930.)—Toilet Preparations.
305,533.—Marval-Ac Co., San Jose, Calif. (Aug. 4, 1930.)—Cleaning Compounds.
305,639, 305,640, 305,641, 305,642, 305,643.—Viville (Paris), Inc., New York, N. Y. (Sept. 6, 1930.)—Toilet Preparations.
305,649.—H. Th. Bohme A. G., Chemnitz, Germany.

Tollet Preparations.
305,649.—H. Th. Bohme A. G., Chemnitz, Germany.
(Feb. 12, 1930.).—Soap and Soap Preparations.
305,680.—Peoples Drug Stores, Inc., doing business as Graham Remedy Company, Washington, D. C.
(Jan. 26, 1910.).—Foot Powder.
305,728.—Carl A. Ruegg, doing business as The

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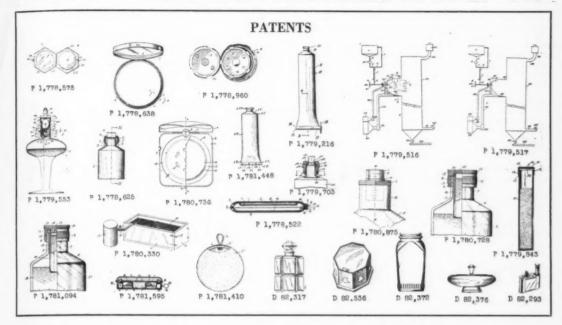
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Asepar Co., New York, N. Y. (Aug. 16, 1930.)—Powder to be used as a Mouth Wash.
305,795.—Viville (Paris), Inc., New York, N. Y. (Sept. 6, 1930.)—Toilet Preparations.
305,925.—The Davies-Young Soap Co., Dayton, O. (July 20, 1929.)—Liquid Glove-Cleaning Soap.
306,071.—The Procter & Gamble Company, Cincinnati, O. (June 17, 1930.)—Soap in Comminuted Form.
306,100.—William J. McCaffery, doing business as Pacific Beauty Parlor, Kelso, Wash. (June 1, 1927.)—Liquid for Treating and Dressing Permanently-Waved and Naturally-Curly Hair.
306,103.—Mondaine Products Corporation, New York, N. Y. (Aug. 10, 1929.)—Combination Cigarette and

(Aug. 10, 1929.)—Combination Cigarette and Compartment Cases, Compacts and Loose Vanity Powder therefor.

306,139.—Eugene Victor Loeffler, Mobile, Ala. (Jan.

306,139.—Eugene victor Loemer, Modie, Ala. (631.4, 1927.)—Extracts.
306,152, 306,153, 306,154, 306,155, 306,156, 306,157,
306,207.—Viville (Paris), Inc., New York, N. Y.
(Sept. 6, 1930.)—Soaps and Shaving Creams.
306,209.—Henry K. Wampole and Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Pa. (Sept. 13, 1930.)—Antiseptic Solution for use as a Mouth Wash, Gargle, Lotton Company, Incorporated, Philadelphia, Philadelp tion, Spray and Douche. 306,221.—X. Pel Process Co., South Bend, Ind. (July

15, 1930.)—Body Deodorants and Local Perspiration Astringents.

306,318.—A. J. Krank Company, St. Paul, Minn. (Sept. 1. 1930.)—Face Lotion.
305,682.—Frances Sheridan, New York, N. Y. (Sept. 3, 1930.) -Beauty Creams.

#### Trade Mark Registrations Granted (Act of March 19, 1920)

These registration are not subject to opposition:

M276,355.—Robert H. Sturgeon, Vandergrift, Pa. (Serial No. 288,878. July 29, 1929.)—Hair Tonic. M276,359.—M. W. Parsons Imports and Plymouth Organic Laboratories, Inc., New York, N. Y. (Serial No. 304,294. 1910.)—Raw Materials.

M. 304,294, 1910.)—Raw Materials.
M. 276,904.—Percival E. Falkingham, New York, N. Y. (Serial No. 287,460. June 20, 1929.)—Perfumes.
M. 276,908.—Elmer E. Wade, doing business as Anna Elizabeth Wade, East Orange, N. J. (Serial No. 296,302. Jan. 1, 1922.)—Food-Flavoring Extracts.
M. 276,912.—Sherwood Petroleum Company, Inc.,

Brooklyn, N. Y. (Serial No. 301,131. Apr. 1, 1926.)—Petrolatum or Petroleum Jelly and White Mineral Oils for medicinal use, and Waxes.

M276,928.—Monticello Drug Company, Jacksonville,

(Serial No. 289,793. August, 1929.)—Shaving Cream.

## **Patents Granted**

1,778,522. Novelty Container. Benjamin Bernard Deitel, Brooklyn, N. Y. Filed July 5, 1929. Serial No. 375,992. 4 Claims. (Cl. 132—83.)

4. A vanity case comprising two dished frames hinged together, one of said frames being open, flanges along the edges of said frames except where they are hinged to one another, a cover plate on said open frame shaped to conform therewith, the inner edges of said open frame being formed into bezels for retaining a mirror resting against said cover plate a facing expension. said open frame being formed into bezels for retaining a mirror resting against said cover plate, a facing extending over said cover plate and the opposite frame and over the hinged edges of said frames, separate channel members clamping said facing and said cover plate to the flanges of said open frame, separate channel members clamping said facing to the flanges of the opposite frame, lugs projecting from said flanges, said channel members being said flanges, said channel members being said said said same for the same forms. said channel members being provided with openings for the passage of said lugs, and means disposed on the inner side of said frames for releasably locking said frames together.

1,778,523. Method for Recovery of Rosin Soap Material from Spent Wood Liquors. Viggo Drewsen, Larchmont, N. Y., assignor to West Virginia Pulp and Paper Company, New York, N. Y., a Corporation of Delaware. Filed Jan. 11, 1928. Serial No. 246,095. 6 Claims. (Cl. 87—16.)

1. A method of recovering soaps dissolved in spent wood treating liquor which comprises concentrating

wood treating liquor which comprises concentrating the liquor to a specific gravity of approximately 1.1 to 1.15, and at which the gravity of the liquor differs from the gravity of the soap, and subjecting such liquor at a temperature between about 25 to 60 degrees contigued to centrifugal separation. centigrade to centrifugal separation.

1,778,575. Vanity Case. William E. Wacker, Newark, N. J., assignor to August Goertz & Co., Inc., Corporation of New Jersey. Filed Aug. 24, 192 Serial No. 301,754. 5 Claims. (Cl. 132—83.) 24, 1928.

1. A retaining frame for use in a vanity case and

adapted to hold a cosmetic compact and base, or other article, and consisting of a main portion defining an opening; a flange like rim extending from said main portion about said opening at a short distance from the latter; and oppositely spaced projections extending inwardly from said flange like rim, said projections being spaced from said main portion at a distance to accommodate a flange like edge extending from a cosmetic compact base, and said flange like rim having a degree of give and springiness to permit outward movement of said projections when a cosmetic compact base is pressed thereagainst and whereby said projections will be moved back and under the base when the latter has moved thereby.

1,778,625. Closure for Collapsible Tubes and the Like. Walter T. Davis, Wheeling, W. Va., assignor to Wheeling Stamping Company, Wheeling, W. Va., a Corporation of West Virginia. Filed Apr. 29, 1929. Serial No. 358,845. 4 Claims. (Cl. 221—60.)

1. The combination with a receptacle having a neck contion with a discharge passage therethrough and a

portion with a discharge passage therethrough and a transverse groove across the top of the neck, of a closure comprising a roller adopted to normally rest in the groove and movable out of the groove to permit discharge of the contents of the receptacle, and a spring bail for yieldably retaining the roller in place.

1,778,638. Vanity Case. William G. Kendall, Newark, N. J. Filed Oct. 28 Claims. (Cl. 132—82.) Filed Oct. 28, 1929. Serial No. 403,070. 11

A vanity case, including a metallic body formed with an upstanding wall, said wall being provided with indented portions presenting nibs for holding a compact plate in the body and with grooves extending from the top downwardly, whereby a tool may be inserted to a position for engaging the compact plate without engaging the powder cake carried thereby.

1,778,960. Method of and Means for Forming Screw 1,778,960. Method of and Means for Forming Screw Caps. Willis J. Peelle, Chicago, Ill., assignor to Crown Cork and Seal Company, Inc., New York, N. Y., a Corporation of New York. Filed July 3, 1929. Serial No. 375,619. 5 Claims. (Cl. 153—28.)

1. An apparatus for forming screw-caps comprising a pair of circular rotatable dies between which the chipt of the cap is to be rolled said dies having

the skirt of the cap is to be rolled, said dies having peripheral thread-forming portions with spaced coacting projections and recesses interposed at spaced intervals in the thread-forming portions, and said dies having a circumference which is less than the circum-ference of the cap by the distance between two of

said projections. 4. The method of forming a screw-cap for jars and the like which consists in rolling the skirt of the cap between two revoluble dies of equal size and of less diameter than the cap to form simultaneously a screwthread and plurality of protuberances spaced apart a distance corresponding to the excess in the length of the circumference of the skirt as compared to the circumference of the dies.

1, 779,216. Collapsible Tube. Robert J. Rader, New Rochelle, N. Y. Filed Oct. 26, 1927. Serial No. 228,-804. 3 Claims. (Cl. 221—60.)

A collapsible tube comprising a tube body, an end closure therefor in the form of an elongated, relatively rigid member attached thereto, said end closure having one end thereof extended to form a pair of lugs, and an operating disc having an opening through which said lugs are extended and folded down whereby said disc is attached to said end closure.

1,779,301. Method of Manufacturing Dry, Non-Cak-g, Readily-Soluble Soap in the Form of Threads. Adolf Welter, Krefeld-Rheinhafen, Germany. Filed Dec. 27, 1927. Serial No. 242,964, and in Germany Dec. 20, 1926. 2 Claims. (Cl. 87—16.)

1. In the process of manufacturing non-caking,

readily soluble, soap in the form of threads, the step which comprises forcing solid soap through nozzles having a diameter not greater than 11/2 mm.

1,779,516. Art of Spray Drying Soap. Earl P. Stevenson, Newton, and Ben B. Fogler, Belmont, Mass., assignors to Arthur D. Little, Incorporated, Cambridge, Mass., a Corporation of Massachusetts. Filed Aug. 28,

Serial No. 302,634. 17 Claims. (Cl. 87-17.) The art of drying soap which comprises atom-1928.

izing a fluid soap solution, subjecting the atomized fluid particles to the drying effect of a heated air current, separating the particles by gravity from the heated air current at a predetermined stage in their drying process, and cooling the particles after separation by permitting them to fall through a current of conditioned

1,779,517. Sprayed Soap Product. Earl P. Stevenson, Newton, and Ben B. Fogler, Belmont, Mass., asson, Newton, and Ben B. Fogier, Dellione, Ambridge, signors to Arthur D. Little, Incorporated, Cambridge, Mass., a Corporation of Massachusetts. Original ap-

Mass., a Corporation of Massachusetts. Original application filed Aug. 28, 1928. Serial No. 302,634. Divided and this application filed Dec. 18, 1929. Serial No. 415,101. 7 Claims. (Cl. 87—16.)

1. As a new article of manufacture, a soap product made up mainly of discrete particles having a void-defining soap shell structurally characteristic of puffed spray dried soap, the soap substance of the particles containing at least 15% of moisture.

1,779,553. Atomizer. Charles Lionel Marcus, New York, N. Y. Filed Apr. 26, 1927. Serial No. 186,624. 6 Claims. (Cl. 299—89.)

In an atomizer of the character described, a resilient collapsible bulb to force air through the device for spraying a liquid therefrom, a tubular casing en-closing the bulb, said casing having an opening in the side thereof, a push-button extending through the opening, the inner end of the push-button contacting with the bulb for concentrating pressure on the bulb to facilitate the collapsing thereof, and spring means for mounting said push-button and retaining the same in its outwardly extended position.

1,779,687. Denatured Alcohol. William J. Bannister, Terre Haute, Ind., assignor to Commercial Solvents Corporation, Terre Haute, Ind., a Corporation of Mary-land. Filed Dec. 2, 1927. Serial No. 237,344. 4 Claims. (Cl. 202—77.)

Denatured alcohol containing 1-5 gallons of normal buty! chloride to 100 gallons of ethyl alcohol.

1,779,703. Tube Cap. George Hawkins, Detroit, Mich. Filed Feb. 18, 1928. Serial No. 255,372. 4 Claims. (Cl. 221—60.) Claims.

In combination with a tube of the class described: a neck communicating with and projecting outwardly from said tube and having outlet openings formed therein; threads formed on diametrically opposite por-tions of the periphery of said neck, said threads being of a length less than the semi-circumference of said neck, adjacent ends of said threads being spaced apart; a cap adapted for engaging snugly said neck outwardly from said threads and having an opening formed there-in in non-registration with the outlet openings comin in non-registration with the outlet openings com-municating with said neck; threads formed on the inner surface of said cap at diametrically opposite points and extending a distance slightly less than the space separating adjacent ends of said threads on said neck and adapted, when in registering position with the threads on said neck, upon relative rotation of said neck and said cap, for securing said cap against the statistical distinctions are relativity to said and the longitudinal displacement relatively to said neck, the inner end of said cap being crimped for preventing removal of same from said neck, the registration of the threads on said cap with the spaces between the threads on said neck permittting limited axial movement of said cap outwardly.

1,780,736. Compact. Edward W. Bassett, Toledo, Ohio, assignor to The Celma Company, Toledo, Ohio, a Corporation of Ohio. Filed July 1, 1929. Serial No. 375,186. 1 Claim. (Cl. 132—83.)

A compact comprising an outer casing, a container formed from a single piece of sheet metal and disposed within said casing, said container having a circular bottom, an annular raised platform extending about said bottom and an upstanding rim at the outer edge of said platform, a frame secured between said rim and the periphery of said casing and having an increase description of the said casing and having an account of the said casing and said casing and said casing said casin inner flange drawn over said rim to secure said con-tainer in place, and a flexible perforated partition extending across said container.

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Dispensing Package. Justin Gerstle, New York, N. Y., assignor to G. Hirsch Sons, Inc., New York, N. Y., a Corporation of New York. Filed Feb. 10, 1927. Serial No. 167,085. 3 Claims. (Cl. 221—

A dispensing package, comprising a cylindrical container, a sifter cap permanently secured on the neck of the container, and a flexible closure disk within the of the container, and a nexible closure disk within the cap displaceably positioned against the under surface of the perforated top of the cap, and held in such position by compressive engagement of its periphery with the upper portion of the flange of the cap, the diameter of the disk being slightly greater than the internal diameter of the container, and the end of the neck of the container being spaced away from the top of the cap sufficiently to avoid the closure disk being clamped between the edge of the neck and the top of the cap and to permit displacement of the closure disk by an instrument inserted through a perforation in the top of the cap.

1,779,891. Skin Cream. Jacques Risler, Paris, France, assignor to Risler Corporation of America, Kansas City, Mo., a Corporation of Delaware. Filed July 15, 1927. Serial No. 206,130. 3 Claims. (Cl. 167—90.)

Skin cream for preventing sunburn composed of substantially 100 parts by weight of phosphorescent zinc sulfide and 1000 parts by weight of a cream base and suinde and 1000 parts by weight of a cream base made by heating and mixing together in substantially the proportions indicated, 170 g. stearic acid, 210 g. glycerine, 569 g. distilled water and 50 g. ammonia water containing 10% by weight of NH<sub>3</sub> and adding to the mixture when cold 1 g. of violet essence.

1,780,330. Soap Cake and Art of Making Same. Robert S. Blair, Stamford, Conn. Filed Feb. 23, 1923. Serial No. 620,633. 4 Claims. (Cl. 87—23.)

1. A soap cake having an outer solid shell of soap and an inner non-solid soap filling of hard structure and extending throughout the interior of said shell in sponge-like form and of such size as largely to increase the size of the cake.

4. The herein described art which consists in intro-ducing air into a mass of soap in physically soft con-dition to form therein a mass of air cells of such substantial and readily perceptible size as largely to in-crease the volume of the soap, permitting the soap to harden, and forming its surface into a substantially smooth shell.

1,780,728. Bottle Structure. Calvin R. Webber, New York, N. Y., assignor to The Packer Manufacturing Co., Inc., New York, N. Y., a Corporation of New York, Filed Jan. 9, 1929. Serial No. 331,311. 3 Claims. (Cl. 215-6.)

1. A main container having a cap provided with two internal screw threads of different diameters removably engaged over its mouth by the larger diametered threads, and a second container engaged by the smaller diametered thread to said cap to extend into the neck of said bottle.

1,780,875. Bottle Cap and Measuring Device. Edward L. Gordon, McKees Rocks, Pa. Filed Nov. 25, 1927. Serial No. 235,707. 1 Claim. (Cl. 215—57.) A combined bottle closure and measuring device,

comprising a cap having an annular depending flange for association with the bottle and characterized by an enlarged centrally located opening, an upwardly ex-tending flange rising from the edge of said opening, a one-piece cup like measuring vessel arranged in said opening and frictionally supported by the last mentioned flange, said vessel being normally inverted and used as a stopper, and adapted to be arranged in an upright position for use subsequent to the removal of the cap from the bottle and inverting said cap, and graduations provided on said vessel and coperating with the last mentioned flange of the cap as and for the purpose specified.

1.781,094. Bottle Structure. Arthur S. Allen, New York, and Rudolph Ruzicka, Dobbs Ferry, N. Y., assignors to The Packer Manufacturing Co., Inc., New York, N. Y., a Corporation of New York. Filed Dec.

12, 1928. Serial No. 325,502. 3 Claims. (Cl. 215-2. A container having a tubular neck, a tubular chamber suspended therein, a flanged annulus integral with said chamber having threaded connections with the exterior of said neck to make liquid tight contact with its rim, said chamber having a concavely bevelled upper surface and being internally threaded, a plug cap engageable in the threads of said chamber and a flange fitted to engage the bevelled upper surface

1,781,410. Powder Puff and Method of Making Same. Louis L. Raynor, New Rochelle, N. Y., assignor to The Hygienol Co., Inc., New York, N. Y., a Corporation of New York. Filed May 14, 1929. Serial No. 363,029. 2 Claims. (Cl. 132—78.5.)

1. A powder puff having a loop connected thereto we means of retaining stitches said loop having an

by means of retaining stitches, said loop having an enlarged inner end comprising additional layers of the loop material which are connected to the body of the loop by stitches, said enlarged inner end being inwardly located with respect to the retaining stitches.

1,781,448. Clip for Collapsible Tubes. George Walter Dunnican, Bloomfield, N. J., assignor to Weimann Bros. Manufacturing Company, Derby, Conn., a Corporation of Connecticut. Filed Aug. 24, 1929. Serial No. 388,222. 5 Claims. (Cl. 221—60.)

1. In a clip for clamping about the sides of the flat end of a collapsible tube, a strip of metal bent into U-shape forming a pair of jaws to embrace said flat end, said jaws having a plurality of alternating, elongated, staggered indentations extending longitudinally

gated, staggered indentations extending longitudinally of the clip for engaging the metal of said tube.

1,781,595. Powder-Supplying Device with Adjustable Feed. Louis Mutti, Paris, France. Filed Feb. 27, 1929. Serial No. 343,188, and in France Mar. 5, 1928. 5 Claims. (Cl. 132—82.)

 A powder supplying device comprising a casing, a powder storage chamber in the casing, a perforated disc supported above the chamber, a cover on the cas-ing and spaced from the disc to provide a space to receive a powder puff, a spring pressed plunger in the casing for maintaining the powder under pressure, a discharge conduit in communication with the powder chamber and the perforations in the disc, a rotatable means in the casing adapted to force the powder from the storage chamber and through the discharge conduit and the perforations and means for rotating the last-mentioned means.

#### Designs Patented

82,293. Combination Powder Compact, Lip Stick, and Atomizer, Nathan Weidner, New York, N. Y. assignor to Vantilities, Inc., New York, N. Y., a Corporation of New York. Filed May 28, 1930. Serial No. 35,799.

Term of patent 7 years.

The ornamental design for a combination powder compact, lip stick and atomizer, as shown.

82,317. Perfume Bottle. Leon A. Danco, Fairfield, Conn., assignor to McKesson & Robbins, Incorporated, Bridgeport, Conn., a Corporation of Connecticut. Filed Oct. 3, 1929. Serial No. 32,926. Term of patent 14

The ornamental design for a perfume bottle substantially as shown.

Jar. Edwin Wendell Fuerst, Toledo, Ohio, 82,372. assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed Aug. 6, 1930. Serial No. 36,572. Term of patent 14 years.

The ornamental design for a jar, as shown. 82,376. Jar or Similar Receptacle. Fritz Kayan, Lyndhurst, N. J. Filed Aug. 13, 1930. Serial No. 36,654. Term of patent 3½ years. The ornamental design for a jar or similar recep-

tacle, as shown.

82,536. Toilet-Accessories Container. Rudolph Eber-hardt, Brooklyn, N. Y. Filed July 14, 1930. Serial No. 36,351. Term of patent 7 years.

The ornamental design for a toilet accessories container, as shown and described.

# Grasse Report for November

## From Our Own Correspondent

A T the close of the first ten months of the year, which have been so deceptive, we can hardly expect during the last two an appreciable recovery in our market, in spite of reassuring indications in regard to the economic situation, mentioned in our last review.

It is nevertheless, necessary to recognize a more sustained trend and if transactions continue to remain scanty, a basis of resistance will be formed in the trend of raw materials which clearly indicates that for some of them, prices will not decline further. These prices would be largely made the basis of profit if buyers would only consider that a recovery of activity would give place to a turn so much the greater on account of the severity of the crisis.

From the standpoint of the weather October has been temperate with some beautiful summer days especially during the last ten days. The temperature has ranged between 48° F. and 77° F. in the shade and we had only one abundant rain, the night of the 20th-21st, and on the 21st. This period of beautiful days has had an excellent effect upon vegetation, especially geranium.

#### Jasmin

The date of September 15, set for the end of the crop was observed for the "free" flowers. The crop was prolonged to the 5th of October for the "convention" flowers and even later in the plantations belonging to the manufacturers of oils. The growers have taken advantage of this close of the crop for banking up the plants, and in almost all of the jasmin fields, the plants are already protected from the winter frosts.

The Syndicate of Perfumers, in their meeting of October 17, officially maintained the price of 10 francs per kilo, as the price of flowers delivered to the factories, i.e., 9.25 francs to the growers, the difference of 75 centimes going for transportation charges. The market for jasmin products has not changed since our former report. The net cost, relatively low for goods manufactured in this way, compared with that of the former campaign from which there still exist some stocks, forms an interesting average which has resulted in some business principally in the concrete. In the absolute, some buyers have taken advantage of the trend to cover a part of their requirements before the rise which may take place in 1931. We would not be surprised to see some strengthening of the price within a short time.

#### Lavender

The crop having been produced under exceptional conditions during a period of poor business, it is difficult to form an exact opinion of the general situation in the market for this oil. Nevertheless, in considering indications gathered in the most important producing regions, we may conclude that a quarter of the crop was not collected with a deficit of one-fifth in produc-

tion of oil, due, as we have said, on the one hand, to the fact that not all the lavender was cut, offers for the plants being considered too low, and on the other hand, to the yield of oil which was not improved by the numerous rains of spring and the low temperature during the summer, conditions unfavorable to the formation of the essential oil in the plants during the period of growth and flowering.

The distillers who expected, no one knows why, some improvement in the price, have been disillusioned on verifying the actual trend of the various markets where the production has been handled. The Digne Fair of September 28, did not stimulate the market. Sixtyone samples of lavender, representing only about 9,600 kilos were offered and only a few found buyers, and these only with difficulty. The market for the oil seems to remain very quiet but we must not lose sight of the fact that the scantiness of the crop may bring about an increase in price over a more or less extended period of time and especially if there should be signs of an active demand.

#### Lavandin

The lavender market must take account in a few years of the steadily growing production of oil of lavandin, obtained by distillation of a hybrid produced by crossing lavender (lavandula officinalis) with aspic (lavandula spica). This hybrid yields much more oil but the quality is greatly inferior to that of lavender.

#### Geranium

The crop has been carried on throughout under very satisfactory conditions. The production is more important than in 1929, the price of 60 francs paid for that crop having encouraged growers to re-establish some plantations. This year the price will probably be 30 francs per 100 kilos, delivered at the factories and the price trend of the oil will be proportionately lower, although the yield of oil has not been entirely satisfactory.

#### Verbena

The production being almost all sold to the herb trade, the quantity, reserved for distillation, decreases every year. It is still sufficient, however, for the needs of the perfumers who are paying 130 francs per 100 kilos this year as against 160 francs in 1929.

### Other Essential Oils

We note a decline in oil of clary sage, in spite of very different reports concerning the future of the oil. French peppermint and estragon are unchanged, hyssop being the only oil which is scarce and which continues in good demand.

French aspic remains within the same limits with some important quantities offered. Rosemary and thyme show only a little business and not much interest.

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## Synthetics and Derivatives

THE demand has been fair although spotty. No general buying has been noted although some of the large consumers have shown a tendency to take on stocks of articles which are being cheaply offered. There is not a great deal of business from the rank and file of the consumers, however. Most of them are unable to purchase in quantity or are still waiting in the expectation that prices will be lower. It is hardly likely that this desire will be fulfilled on the important or bulk items. They are already being offered at levels which can afford but little profit to their manufacturers.

There has been no tendency on the part of makers of the more costly specialties to meet the lack of business by reductions in their price quotations. On the whole, they feel that such a course would not bring about any substantial change in the situation and would at the same time bring the prices down to an uncomfortably close relation to actual costs of manufacture. On the whole, the prices asked for these materials are reasonable enough and there is little point to waiting for reductions which are not likely to take place. Occasional shading in competition is going on but that there will be sweeping cuts on the list as a whole is not to be anticipated.

One item which has dropped quite sharply has been anethol. The decline in the raw materials has brought about sharply lower costs and in some quarters these have been passed along promptly to the consumers. Geraniol is also somewhat easier owing to decreased costs. The cheaper types for soaps have been sold in reasonably good volume but at extremely low prices. Linalool has been fairly steady although shading on some of the cheaper qualities has been reported. Menthol has been a firm feature owing to import conditions, which are certainly not favorable for any cut in prices at the moment. Coumarin is offered at slightly below the schedule at resale but no real cut has been made in quotations. Vanillin is quiet but fairly steady at recently prevailing prices.

There has been some fair buying of the higher alcohols and aldehydes but prices vary so much according to quality and seller that it is impossible to say whether the trading has affected the market prices or not. Ethyl vanillin has been in fair demand but under extremely keen competitive conditions. The article is offered by everyone. Amyl cinnamic aldehyde is in much the same position.

There has been no change in the situation in artificial musks. Prices remain unchanged in makers' hands. Imported goods are hard to find. Violet ke(Continued on Page 594)

## **Essential Oils**

THE market has continued along quiet lines during the month under review. The anticipated gain in business has not been as noticeable as some interests had thought and there has been no recovery at all in prices. In fact, quite the reverse has been the case, with the current quotations on almost every important item on the list either lower or at least no higher than the levels prevailing at the time of our last review.

Conditions, however, show signs of brightening a bit. Some of the large consumers, sensing the fact that to-day's prices represent levels extremely unusual and not likely to be repeated in the near future, have been quietly buying in some volume and this buying has covered some rather important materials. In citrus oils, in peppermint and in several other fairly important materials, there has been a decided consuming movement.

This movement has been at prices which have brought no profit to the dealers or producers. The latter have been anxious sellers and competition has been keen enough to drive prices on these important quantity purchases to extremely low levels. It may also be noted as an important sidelight on current conditions that even very substantial purchases have had no effect in raising quotations. In fact citrus oils and peppermint are lower now than when the buying began.

The less important materials on the list have also been forced lower during the month by the desire of holders to liquidate and raise cash, with the result that present average levels of the entire list are unprecedented. An occasional item still hangs at above the pre-war level but there are numerous record lows in the list and the average is probably at the lowest point ever witnessed in the history of the trade.

That the present is a good time to buy oils that can be stored and will keep well is generally admitted on all sides. But the consumers, and especially, the smaller ones, have not been in the market. Possibly they are in no position to purchase and possibly they do not realize the real situation. Whatever the cause, they hold aloof and show no interest in goods beyond current needs. It is a time of necessity for the essential oil dealer and of opportunity for the consumer but the latter is to a large extent failing to take advantage of the situation.

Floral products have been quiet and generally rather easy during the month. Prices on lavender are extremely low and in some quarters offers are heard at a level which must be considerably below the costs of production. High quality oils are well maintained in

(Continued on Page 594)

## Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL	OILS		Geranium, cont.			Sage, Clary 135.00@ Nor	m
Almond Bitter, per lb.		\$2.90	* Spanish	16.00@		Sage, Clary135.00@ Non Sandalwood, East In-	244
S. P. A	3.15@	3.25	Turkish (Palma			dia 8.50@ 9.0	00
Sweet True	.55@	.65	Rosa)	3.20@	3.40	Australia 5.90@ 6.0	60
Apricot Kernel	.33@	.38	Ginger	5.40@	5.65	Sassafras, natural 1.40@ 2.	00
Amber, crude	.30@	.35	Gingergrass	3.00@	3.15	artificial	37
rectified	.50@	.60	Grape Fruit	5.25@	6.00	Savin, French 2.80@ 3.	.00
Ambrette, oz	46.00@		Guaiac (Wood) Hemlock	2.85@ 1.20@		Snake Root 11.50@ 13.	
Amyris balsamifera		2.80	Hopsoz.		14.00	Spearmint 3.35@ 3.6	65
Angelica Root			Horsemint	4.25@	14.00	Styrax	
seed	28.00@	33.00	Hyssop	24.00@		Tansy 3.85@ 4.0	00
Anise, tech	.75@ .82@	Nom. .90	Juniper Berries, recti-			Thuja 1.75@	UU
lead free, U. S. P.	1.75@		fied	2.10@	2.50	Thyme, red90@ 1.5	20
Araucaria	1.00@		Juniper Wood	.60@	.62	White 1.05@ 1.8	
French	1.40@		Laurel	15.00@		Valerian 8.00@ 10.0	00
Balsam Peru	6.00@		Lavender, English	32.00@		Verbena 3.75@ 7.0	00
Balsam, Tolu, per oz.	4.25@		French	2.40@	4.50	Vetivert, Bourbon 7.00@ 8.5	
Basil	50.00@		Garden	.50@	.55	Java 10.00@ 25.0	00
Bay, Porto Rico	2.25@	2.40	Lemon Italian	1.10@ .95@	1.30 1.15	East Indian 30.00@	00
West Indies	2.25@	2.40	Lemongrass	.80@	.95	Wine, heavy 1.80@ 2.0	00
Bergamot	2.45@	2.55	Limes, distilled	9.00@	10.00	Wintergreen, Southern 4.00@	
Birch, sweet N. C	1.90@	2.15	expressed	20.00@	22.00	ern	50
Penn. and Conn	3.00@	4.00	Linaloe	2.35@	2.55	Wormseed 4.15@ 4.	
Birchtar, crude	.15@ .50@	.55	Lovage	27.50@		Wormwood 6.40@ 7.0	
Pois de Pose	1.00@	1.85	Mace, distilled	1.40@		Ylang-Ylang, Manila. 30.00@ 32.0	
Birchtar, rectified Bois de Rose Cade, U. S. P	.30@	.35	Mandarin	5.75@	9.00	Bourbon 8.00@ 11.0	
Cajeput, Native	.85@	1.20	Marjoram	6.25@		TERPENELESS OILS	
Calamus	3.10@	3.35	Melissa	5.00@			
Camphor "white"	.23@	.28	Mirbane	.15@	10.00	Bay 5.75@ 6.0	
sassafrassy	.23@	.28	Mustard, genuine		$\frac{12.00}{2.00}$	Bergamot 10.00@ 11.0	00
Cananga, Java native	2.65@	3.00	artificial	10.00@	2.00	Clove 5.25@ Coriander 23.50@	
rectified	3.35@	3.75	Myrtle	4.00@		Geranium 9.00@ 13.5	50
Caraway Seed, recti-	1 500		Neroli, Bigarade, pure		240.00	Lavender 10.00@	00
fied	1.70@		Petale, extra	200.00@	295.00	Lemon 9.50@ 17.0	00
Cardamon, Ceylon	65.00@		Niaouli			Lime, Ex 75.00@	
Cascarilla	1.15@	Nom.	Nutmeg	1.40@		Orange, sweet 85.00@100.0	00
Cassia, 80@85 per centrectified, U. S. P	1.35@	1.50	Olibanum	6.50@		bitter 90.00@115.0	
Cedar Leaf	1.15@	1.30	Orange, bitter	2.90@	3.00	Petitgrain 5.75@ 6.5	
Cedar Wood	.49@	.53	sweet, W. Indian Italian	2.40@ 2.55@	$\frac{2.75}{2.75}$	Rosemary 2.50@ 3.7 Sage, Clary 90.00@	10
Cedrat	4.15@					Sage, Clary 50.00@	
				3.20@		Vetivert Java 35.00@	
Celery	8.00@		Spanish	3.20@ 3.00@	$\frac{3.50}{3.15}$	Vetivert, Java 35.00@	00
Chamomile (oz)	3.50@	5.00	Calif. exp	3.20@ 3.00@ 1.30@	3.15 1.60	Ylang-Ylang 35.00@ 35.0	00
Chamomile(oz)	3.50@	5.00	Calif. exp dist Origanum, imitation	3.00@	3.15	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS	
Chamomile (oz) Cherry laurel Cinnamon, Ceylon,	3.50@ 12.00@ 11.50@	5.00	Calif. exp	3.00@ 1.30@ .50@	3.15 1.60 .85	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS Benzoin 2.50@ 5.0	
Chamomile(oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf	3.50@	5.00 15.00 .57	Calif. exp	3.00@ 1.30@ .50@ 7.00@	3.15 1.60 .85 9.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0  OLEO-RESINS  Benzoin 2.50@ 5.0  Capsicum, U. S. P.	
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Jaya	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@	5.00 15.00 .57 .70	Calif. exp	3.00@ 1.30@ .50@	3.15 1.60 .85	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS Benzoin 2.50@ 5.0 Capsicum, U. S. P. VIII 3.60@	
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Citronella, Ceylon Java Cloves Zanzibar	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@	5.00 15.00 .57 .70 2.15	Calif. exp	3.00@ 1.30@ .50@ 7.00@ 7.00@	3.15 1.60 .85 9.00 9.00	Vetivert, Java	
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Citronella, Ceylon Java Cloves Zanzibar Cognac	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@ 22.00@	5.00 15.00 .57 .70 2.15 28.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic(oz) foreign(oz.) Orris Root, absolute	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@	3.15 1.60 .85 9.00 9.00	Vetivert, Java	
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@ 22.00@ .68@	5.00 15.00 .57 .70 2.15 28.00 .75	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic(oz) foreign(oz.) Orris Root, absolute (oz.) Orris Liquid	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@	3.15 1.60 .85 9.00 9.00 100.00 28.00	Vetivert, Java	00
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@ 22.00@ .68@ 6.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@	3.15 1.60 .85 9.00 9.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0  OLEO-RESINS  Benzoin 2.50@ 5.0  Capsicum, U. S. P. VIII 3.60@ Alcoholic 3.55@ Cubeb 3.25@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.6	60
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander Croton	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom.	Calif. exp. dist. Origanum, imitation Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0  OLEO-RESINS  Benzoin 2.50@ 5.0  Capsicum, U. S. P.  VIII 3.60@ Alcoholic 3.50@ Cubeb 3.25@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.6	00 60 60
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Citronella, Ceylon Java Cloves Zanzibar Copaiba Coriander Croton Cubebs	3.50@ 12.00@ 11.50@ 2.25@ .52@ .62@ 1.95@ 22.00@ .68@ 6.00@ 3.20@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.85@ 1.30@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15	Vetivert, Java       35.00@         Ylang-Ylang       28.00@       35.0         OLEO-RESINS         Benzoin       2.50@       5.0         Capsicum, U. S. P.       3.60@       Alcoholic       3.50@         Cubeb       3.25@       3.00@       Alcoholic       3.25@       4.6         Ginger, U. S. P. VIII       3.00@       4.6       4.6       4.6       1.6       0.0       15.5       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0       0.0       15.5       0.0	60 60 50
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Copaiba (oz) Coriander (oz) Croton (oz) Cubebs (oz)	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@ 3.20@ 7.50@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom.	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.30@ 10.25@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15	Vetivert, Java       35.00@         Ylang-Ylang       28.00@       35.0         OLEO-RESINS       Benzoin       2.50@       5.0         Capsicum, U. S. P.       VIII       3.60@       3.50@         Alcoholic       3.25@       3.25@       3.25@       3.25@       3.25@       4.6         Alcoholic       3.25@       4.6       3.25@       4.6       3.25@	60 60 50
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Cognac (oz) Copaiba (oz) Coriander (oz) Croton (oz) Cubebs (oz) Cumin (oz)	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@ 3.20@ 7.50@ 5.25@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50	Calif. exp. dist. Origanum, imitation Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural.	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.85@ 1.30@ 10.25@ 2.15@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15	Vetivert, Java       35.00@         Ylang-Ylang       28.00@       35.0         OLEO-RESINS       Benzoin       2.50@       5.0         Capsicum, U. S. P.       3.60@       3.0@       6.0       6.0         Alcoholic       3.25@       3.25@       6.0       7.0       6.0       7.0       6.0       7.0	60 60 50 00
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander Croton Cubebs Cumin Curacao peels Curcuma	3.50@ 12.00@ 11.50@ 1.50@ .52@ .62@ 1.95@ 22.00@ 6.00@ 3.20@ 7.50@ 5.25@ 3.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural. redistilled	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.85@ 1.30@ 10.25@ 2.15@ 2.30@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         2.50@         5.0           Benzoin         2.50@         5.0           Capsicum, U. S. P.         3.60@         3.50@           Alcoholic         3.25@         3.25@           Ginger, U. S. P. VIII         3.00@         3.25@           Alcoholic         3.25@         4.6           Malefern         1.45@         1.6           Oak Moss         15.00@         15.5           Olibanum         3.25@         3.25@           Orris         17.00@         28.0           Patchouli         16.50@         18.0           Pepper, black         4.00@         4.6	60 60 50 00
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Java (oz) Cloves Zanzibar (ognac (oz) Copaiba (oz) Coriander (oz) Curiander (oz) Curacao peels (oz) Curcuma (oz)	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@ 3.20@ 7.50@ 5.25@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer.	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.85@ 2.15@ 2.15@ 2.30@ 1.70@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         5.0           Alcoholic         3.25@         3.25@         6           Ginger, U. S. P. VIII         3.00@         4.0         4.0           Alcoholic         3.25@         4.6         4.0         4.0           Malefern         1.45@         1.6         1.6         1.6         1.6           Olibanum         3.25@         17.00@         28.0         1.0	60 60 60 50 00 60
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander Croton Cubebs Cumin Curacao peels Curcuma	3.50@ 12.00@ 11.50@ .52@ .52@ 1.95@ 22.00@ .68@ 6.00@ 3.20@ 7.50@ 3.00@ 4.75@ 4.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz.) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural. redistilled Petitgrain, So. Amer. French	3.00@ 1.30@ .50@ 7.00@ 90.00@ 22.00@ 8.00@ 1.85@ 1.30@ 10.25@ 2.15@ 2.30@ 1.70@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         5.0           Alcoholic         3.25@         3.25@         6           Ginger, U. S. P. VIII         3.00@         4.0         4.0           Alcoholic         3.25@         4.6         4.0         1.5         0.0           Malefern         1.45@         1.6         0.0         1.5         0.0         1.6<	60 60 60 50 00 60
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Copaiba (oz) Coriander (oz) Coriander (oz) Curoton (oz) Cubebs (oz) Cumin (oz) Curcuma (oz) Cypress (oz) Dillseed (oz) Elemi (oz)	3.50@ 12.00@ 11.50@ 2.250@ .52@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@ 3.20@ 4.75@ 4.00@ 4.75@ 1.656@ 1.756@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento	3.00@ 1.30@ .50@ 7.00@ 7.00@ 90.00@ 22.00@ 6.00@ 1.85@ 1.30@ 1.25@ 2.15@ 2.30@ 1.70@ 2.40@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         5.0           Alcoholic         3.25@         3.25@         6           Ginger, U. S. P. VIII         3.00@         4.0         4.0           Alcoholic         3.25@         4.6         4.0         4.0           Malefern         1.45@         1.6         1.6         1.6         1.6           Olibanum         3.25@         17.00@         28.0         1.0	60 60 60 50 00 60
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Cognac (oz) Coriander (oz) Coriander (oz) Coriander (oz) Curouma (oz) Curcuma (oz) Curcu	3.50@ 12.00@ 11.50@ 2.250@ .52@ .62@ 1.95@ 22.00@ .68@ 6.00@ 6.00@ 3.20@ 4.75@ 4.00@ 4.75@ 1.656@ 1.756@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones	3.00@ 1.30@ .50@ 7.00@ 90.00@ 22.00@ 6.00@ 1.85@ 1.30@ 10.25@ 2.15@ 2.30@ 2.40@ 3.30@ 3.30@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65 4.00	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         5.0           Alcoholic         3.25@         3.25@         6           Ginger, U. S. P. VIII         3.00@         4.0         4.0           Alcoholic         3.25@         4.6         4.0         1.5         0.0           Malefern         1.45@         1.6         0.0         1.5         0.0         1.6<	60 60 60 50 00 60
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander Croton Cubebs Cumin Curacao peels Curcuma Cypress Dillseed Elemi Erigeron Estragon Eucalyptus Aus.	3.50@ 12.00@ 11.50@ .52@ .52@ .62@ 1.95@ .68@ .6.00@ 3.20@ 7.50@ 3.00@ 4.75@ 4.00@ 1.65@ 1.75@ 38.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia. Pinus Sylvestris	3.00@ 1.30@ .50@ 7.00@ 90.00@ 22.00@ 8.00@ 6.00@ 1.85@ 1.30@ 1.25@ 2.15@ 2.30@ 1.70@ 2.40@ 3.30@ 3.75@ .71@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         3.60@         3.50@         3.50@           Cubeb         3.25@         3.25@         4.6           Ginger, U. S. P. VIII         3.00@         4.6         3.25@         4.6           Malefern         1.45@         1.50@         15.5         0.0         15.5         0.0         15.5         0.0         28.0         Perper, black         4.00@         4.6         4.0         4.6         3.0         28.0         Perper, black         4.00@         4.6         3.0         4.0         3.0         2.0         8.7           DERIVATIVES         And	60 60 60 50 00 60
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Copaiba (oz) Coriander (oz) Coriander (oz) Curcum (oz) Curcuma (oz) Curcuma (oz) Cypress (oz) Dillseed (oz) Elemi (oz) Erigeron (oz) Estragon (oz) Eucalyptus Aus (oz)	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ 6.00@ 6.00@ 7.50@ 5.25@ 3.20@ 4.00@ 1.65@ 3.00@ 1.65\$@ 3.80@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia. Pinus Sylvestris Pumilionis	3.00@ 1.30@ 7.00@ 7.00@ 90.00@ 22.00@ 6.00@ 1.85@ 1.30@ 1.25@ 2.15@ 2.30@ 7.10@ 2.40@ 3.30@ 7.71@ 2.00@	3.15 1.60 .85 9.00 9.00 100.00 9.25 7.15 2.15 2.40 2.65 4.00 .80 2.15	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         5.0           Alcoholic         3.25@         3.25@         6           Ginger, U. S. P. VIII         3.00@         4.0         4.0           Alcoholic         3.25@         4.6         1.45@         1.6           Malefern         1.45@         1.6         1.6         0.0         28.0           Olibanum         3.25@         0         0         17.00@         28.0           Patchouli         16.50@         18.0         18.0         18.0         18.0           Pepper, black         4.00@         4.6         5.75@         8.7           DERIVATIVES         AND         CHEMICALS         Acetaldehyde         50%         2.00@         4.0           Acetaldehyde         50%         2.00@         3.50@         4.0	60 60 50 00 60 60
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Ceylon, (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Cognac (oz) Copaiba (oz) Coriander (oz) Coriander (oz) Curoton (oz) Cubebs (oz) Cumin (oz) Curacao peels (oz) Curcuma (oz) Cypress (oz) Dillseed (oz) Elemi (oz) Erigeron (oz) Estragon (oz) Estragon (oz) Estragon (oz) Estragon (oz) Fennel, Sweet (oz)	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ 6.00@ 6.00@ 3.20@ 5.25@ 3.00@ 4.75@ 4.00@ 1.65@ 1.75@ 38.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural. redistilled Petitgrain, So. Amer. French Pimento Pime cones Pine needle, Siberia. Pumilionis Rhodium, imitation.	3.00@ 1.30@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 1.85@ 1.30@ 2.15@ 2.30@ 2.40@ 2.40@ 2.40@ 2.71@ 2.00@ 2.50@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65 4.00	Vetivert, Java         35.00@           Ylang-Ylang         28.00@         35.0           OLEO-RESINS         Benzoin         2.50@         5.0           Capsicum, U. S. P.         VIII         3.60@         3.00@         6.0           Alcoholic         3.25@         3.25@         3.25@         6.0         6.0         6.0         6.0         6.0         6.0         4.0 <td>60 60 60 60 00 60 60 75</td>	60 60 60 60 00 60 60 75
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognac Copaiba Coriander Croton Cubebs Cumin Curacao peels Curcuma Cypress Dillseed Elemi Erigeron Estragon Eucalyptus Aus. (U. S. P.) Fennel, Sweet Galbanum	3.50@ 12.00@ 11.50@ 2.25@ 6.22@ 1.95@ 6.00@ 6.00@ 3.20@ 7.50@ 3.00@ 4.75@ 4.00@ 38.00@ 4.75@ 38.00@ 4.32@ 26.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia. Pinus Sylvestris Pumilionis Rhodium, imitation Rose, Bulgaria. (oz.)	3.00@ 1.30@ .50@ 7.00@ 90.00@ 22.00@ 8.00@ 1.85@ 2.15@ 2.15@ 2.30@ 3.75@ 2.00@ 2.55@ 2.55@ 2.00@	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65 4.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0  OLEO-RESINS  Benzoin 2.50@ 5.0 Capsicum, U. S. P. VIII 3.60@ Alcoholic 3.55@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.0 Malefern 1.45@ 1.6 Oak Moss 15.00@ 15.5 Olibanum 3.25@ Orris 17.00@ 28.0 Pepper, black 4.00@ 4.0 Sandalwood 16.00@ Vanilla 6.75@ 8.7  DERIVATIVES AND CHEMICALS  Acetaldehyde 50% 2.00@ Acetophenone 3.50@ 4.0 Acetyl Iso-eugenol 9.00@ Alcohol C 8 20.00@ 40.0	60 60 60 50 00 60 60 75
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognae Coriander Croton Cubebs Cumin Curacao peels Curcuma Cypress Dillseed Elemi Erigeron Estragon Estragon Estragon Eucalyptus Aus. (U. S. P.) Fennel, Sweet Galbanum Galangal	3.50@ 12.00@ 11.50@ 2.25@ 6.22@ 1.95@ 6.00@ 6.00@ 3.20@ 7.50@ 3.00@ 4.75@ 4.00@ 38.00@ 4.75@ 38.00@ 4.32@ 26.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia Pinus Sylvestris Pumilionis Rhodium, imitation Rose, Bulgaria. (oz.) Rosemary, French	3.00@ 1.30@ 7.00@ 7.00@ 90.00@ 22.00@ 6.00@ 1.85@ 1.30@ 1.25@ 2.15@ 2.40@ 3.75@ 71@ 2.00@ 2.55@ 2.00@ 16.00@	3.15 1.60 .85 9.00 9.00 100.00 9.25 7.15 2.15 2.40 2.65 4.00 2.15 4.50 2.90 2.65 4.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS Benzoin 2.50@ 5.0 Capsicum, U. S. P. VIII 3.60@ Alcoholic 3.50@ Cubeb 3.25@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.0 Malefern 1.45@ 1.6 Oak Moss 15.00@ 15.5 Olibanum 3.25@ Orris 17.00@ 28.0 Patchouli 16.50@ 18.0 Patchouli 16.50@ 18.0 Patchouli 16.50@ 8.7 DERIVATIVES AND CHEMICALS Acetaldehyde 50% 2.00@ Acetyl Iso-eugenol 9.00@ Alcohol C 8 20.00@ 40.0 C9 40.00@ 70.0	60 60 60 50 00 60 60 75
Chamomile (oz) Cherry laurel (oz) Cherry laurel (oz) Cherry laurel (oz) Cinnamon, Leaf (oz) Citronella, Ceylon (oz) Java (oz) Cloves Zanzibar (oz) Copaiba (oz) Coriander (oz) Coriander (oz) Curcuma (o	3.50@ 12.00@ 11.50@ 2.25@ .62@ 1.95@ 22.00@ .60@ 6.00@ 6.00@ 3.20@ 5.25@ 3.00@ 1.75@ 38.00@ 1.30@ 26.00@ 24.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.00 5.50 2.00 .50 1.45	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural. redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia. Pumilionis Rhodium, imitation Rose, Bulgaria. (oz.) Rosemary, French Spanish	3.00@ 1.30@ 7.00@ 7.00@ 90.00@ 22.00@ 8.00@ 1.85@ 1.30@ 2.15@ 2.40@ 2.40@ 2.40@ 2.40@ 2.50@ 16.00@ .55@ 3.30@ 3.75@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75@ 3.30@ 3.75	3.15 1.60 .85 9.00 9.00 100.00 28.00 9.25 7.15 2.15 2.40 2.65 1.90 2.65 4.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS Benzoin 2.50@ 5.0 Capsicum, U. S. P. VIII 3.60@ Alcoholic 3.50@ Cubeb 3.25@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.0 Malefern 1.45@ 1.6 Oak Moss 15.00@ 15.5 Olibanum 3.25@ Orris 17.00@ 28.0 Patchouli 16.50@ 18.0 Pepper, black 4.00@ 4.0 Sandalwood 16.00@ Vanilla 6.75@ 8.7  DERIVATIVES AND CHEMICALS Acetaldehyde 50% 2.00@ Acetophenone 3.50@ 4.0 Acetophenone 3.50@ 4.0 Acetophenone 3.50@ 4.0 Acetophenone 9.00@ Alcohol C 8 20.00@ 40.0 C9 40.00@ 70.0 C 10 30.00@ 50.0	60 60 60 60 60 00 00 60 75
Chamomile (oz) Cherry laurel Cinnamon, Ceylon, Cinnamon, Leaf Citronella, Ceylon Java Cloves Zanzibar Cognae Coriander Croton Cubebs Cumin Curacao peels Curcuma Cypress Dillseed Elemi Erigeron Estragon Estragon Estragon Eucalyptus Aus. (U. S. P.) Fennel, Sweet Galbanum Galangal	3.50@ 12.00@ 11.50@ 2.25@ .52@ .1.95@ .68@ .6.00@ 6.00@ 3.20@ 5.25@ 3.00@ 4.75@ 4.00@ 1.65@ 1.75@ 38.00@ 4.20@ 26.00@ 24.00@ 4.00@	5.00 15.00 .57 .70 2.15 28.00 .75 6.25 Nom. 3.50 8.00 5.50 2.00	Calif. exp. dist. Origanum, imitation. Orris Root, concrete domestic (oz) foreign (oz.) Orris Root, absolute (oz.) Orris Liquid Parsley Patchouli Pennyroyal, American French Pepper, black Peppermint, natural redistilled Petitgrain, So. Amer. French Pimento Pine cones Pine needle, Siberia Pinus Sylvestris Pumilionis Rhodium, imitation Rose, Bulgaria. (oz.) Rosemary, French	3.00@ 1.30@ 7.00@ 7.00@ 90.00@ 22.00@ 6.00@ 1.85@ 1.30@ 1.25@ 2.15@ 2.40@ 3.75@ 71@ 2.00@ 2.55@ 2.00@ 16.00@	3.15 1.60 .85 9.00 9.00 100.00 9.25 7.15 2.15 2.40 2.65 4.00 2.15 4.50 2.90 2.65 4.00	Vetivert, Java 35.00@ Ylang-Ylang 28.00@ 35.0 OLEO-RESINS Benzoin 2.50@ 5.0 Capsicum, U. S. P. VIII 3.60@ Alcoholic 3.50@ Cubeb 3.25@ Ginger, U. S. P. VIII 3.00@ Alcoholic 3.25@ 4.0 Malefern 1.45@ 1.6 Oak Moss 15.00@ 15.5 Olibanum 3.25@ Orris 17.00@ 28.0 Patchouli 16.50@ 18.0 Patchouli 16.50@ 18.0 Patchouli 16.50@ 8.7 DERIVATIVES AND CHEMICALS Acetaldehyde 50% 2.00@ Acetyl Iso-eugenol 9.00@ Alcohol C 8 20.00@ 40.0 C9 40.00@ 70.0	60 60 60 60 00 00 60 00 00 00 00 00 00 0

Aldehyde C 8	55 00@		Hydratropic Aldehye.	25 00@	27.50	Vanilla Beans
C 9	80.00@1	40.00	Hydroxycitronellal	5.50@	10.00	Mexican, whole 3.50@ 5.50
C 10			Indol. C. P (oz.)		5.00	Mexican, cut 3.25@ 3.50
C 11			Iso-borneol	2.30@	0.00	Bourbon, whole 1.65@ 2.25
C 12			Iso-borneol Acetate	3.25@		Bourbon, cut 1.40@ 1.90
C 14 (so-called)	15.00@1	35.00	Iso-butyl Benzoate	2.75@	3.25	South American . 3.00@ 3.25
C 16 (so-called)			Iso-butyl Salicylate		6.00	South American 5.00@ 5.25
					0.00	TINCTUDES
Amyl Acetate	.85@	1.00	Iso-eugenol, dom	5.00@	0.00	TINCTURES
Amyl Butyrate	1.40@	1.75	foreign	5.00@	6.00	Ambergris 18.00@ 24.00
Amyl Cinnamate	2.50@		Iso-safrol	1.75@	0 77	Benzoin 1.75@
Amyl Cinnamic Alde-	F 000	m F0	Linalool		3.75	Civet 3.00@ 5.00
hyde	5.00@	7.50	Linalyl Acetate 90%.	3.75@	4.25	Musk, nat 32.00@
Amyl Formate	1.75@	2.00	Linalyl Benzoate			Orris, root 2.00@
Amyl Phenyl Acet	5.00@	5.75	Linalyl Formate		12.00	Balsam Tolu 1.50@
Amyl Salicylate, dom.	1.15@	1.45	Menthol, Japan		4.75	Vanilla 3.00@
foreign	1.65@		Synthetic	3.00@	4.00	· a 0.00@
Amyl Valerate	3.00@	3.50	Methyl Acetophenone.	3.50@	3.75	SOLUBLE RESINS
Anethol	1.60@	2.00	Methyl Anthranilate.	2.50@	3.00	SOLUBLE RESINS
Anisic Aldehyde, dom.	3.85@		foreign	2.90@		Ambrette 18.00@
foreign	3.85@	4.15	Methyl Benzoate	1.85@	2.25	Benzoin 2.75@ 4.00
Benzaldehyde, U.S.P.	1.45@		Methyl Cinnamate	4.10@	4.50	Castoreum 28.00@
F. F. C	1.55@	1.90	Methyl Eugenol	7.00@	9.00	Chypre 13.00@
Benzophenone	3.00@	5.50	Methyl Heptenone	6.50@	8.00	Civet 80.00@
Benzylidenacetone	2.50@	4.00	Methyl Heptine Carb.		36.00	Galbanum 6.00@
Benzyl Acetate, dom.	.85@	1.00	Methyl Iso-eugenol			Labdanum 6.00@ 7.00
foreign	.85@	1.25	Methyl Octine Carb		32.00	Myrrh 6.50@ 7.00
Benzyl Alcohol	1.40@	2.25	Methyl Paracresol		7.50	Oak Moss 14.00@ 16.00
Benzyl Benzoate	1.05@	2.00	Methyl Phenylacetate		6.00	Olibanum 3.50@ 6.00
	5.50@	6.25		.42@	.50	Opoponax 6.00@ 12.00
Benzyl Butyrate		9.00	Methyl Salicylate			
Benzyl Cinnamate	7.00@		Musk Ambrette	7.00@	8.00	Orris Root 18.00@ 35.00 Patchouli 10.00@ 18.00
Benzyl Formate	3.35@	3.60	Ketone	7.50@	9.50	
Benzyl Iso-eugenol		27.00	Xylene		3.15	Peru Balsam 6.50@
Benzyl Propionate	2.00@	5.50	Nerolin (ethyl ester).		1.75	Sandalwood 12.00@ 16.00
Borneol	2.65@	3.00	Nonyl Acetate			Styrax 3.00@ 4.50
Bornyl Acetate	2.60@	3.35	Octyl Acetate			Tolu Balsam 4.50@ 6.00
Bromstyrol	4.00@	5.00	Paracresol Acetate	5.25@	6.00	Vetivert 15.00@ 25.00
Butyl Acetate	.60@		Paracresol Methyl			
Butyl Propionate	2.00@		Ether	7.00@	8.00	CERTIFIED FOOD COLORS
Butraldehyde	12.00@		Paracresol Phenyl			Amaranth 3.50@ 4.00
Carvene	1.15@		Acetate	14.00@	20.00	Orange II 3.50@ 4.00
Carvol	3.75@	4.25	Phenylactaldehyde			Tartrazine 3.50@ 4.00
Cinnamic Acid	4.00@		50%	5.00@	7.00	
Cinnamic Alcohol	3.10@	3.75	imported			Ponceau 3R 6.00@ 7.50
Cinnamic Aldehyde	2.75@	4.25	100%	8.50@		Ponceau SX 5.00@ 5.25
Cinnamyl Acetate		12.00	Phenylactic Acid	3.00@	4.00	Indigo 15.00@
Cinnamyl Butyrate		14.00	Phenylethyl Acetate .	9.00@		Erythrosine 20.00@
Cinnamyl Formate			Phenylethyl Alcohol	0.00(0	10.00	Guinea Green B 15.00@
Citral C. P	2.75@	3.00	dom	4.50@	5.00	Light Green S. F 25.00@
Citronellol, dom,	3.75@	4.00	imported		5.25	Fast Green F.C.F 30.00@
Citronellal	2.85@	3.25	Phenylethyl Butyrate			Yellow, A.B 3.50@
	3.75@	5.00			20.00	Yellow O. B 3.50@
Citronellyl Acetate		10.00	Phenylethyl Formate.	10.000		Sunset Yellow, F.C.F. 3.10@ 3.25
	4.00@	10.00	Phenylethyl Propio-	10 000		Naphthol Yellow C 8.00@
Coumarin			nate	18.00@		
Cuminic Aldehyde		96	Phenylethyl Valerate.		14.00	SUNDRIES
Dibutylphthalate	.30@	.36	Phenylpropyl Acetate			Alashal Calama
Diethylphthalate	.32@	.37	Phenylpropyl Alcohol.	9.00@	14.00	Alcohol, Cologne
Dimethyl Anthrani-	0.050	7 00	Phenylpropyl Alde-	10000		spirits per gal2.62½@2.74½
late	6.25@	7.00	hyde		00.00	Ambergris black Nominal
Dimethyl Hydroqui-	1000	0 00	Rhodinol, dom			gray 39.00@ Nom.
none	4.00@	6.00	foreign			Baudruche skins,
Dimethylphthalate	.65@	0 45	Safrol	.34@	.38	gross 18.00@ 25.00
Diphenylmethane		2.45	Santalyl Acetate	22.50@	40.00	Beaver Castor 8.00@ 12.00
Diphenyloxide		**	Skatol, C. P (ob).	9.00@	10.00	Castoreum 12.50@ 15.00
Ethyl Acetate	.50@	.55	Styralyl Acetate	20.00@		Chalk, precipitated031/2@.061/2
Ethyl Anthranilate	5.50@	6.00	Styralyl Alcohol	20.00@		Cherry laurel water,
Ethyl Benzoate	1.80@		Terpineol, C. P. dom.	.36@	.40	gal 1.25@
Ethyl Butyrate	1.50@		imported	.36@	.53	Civet, ounce 3.75@ 4.50
Ethyl Cinnamate	3.50@		Terpinyl Acetate	.90@	1.15	Clay, English021/2@ .031/2
Ethyl Formate	1.00@	1.25	Thymene	.35@		Kaolin
Ethyl Propionate	2.00@	2.65	Thymol	2.40@	3.00	Lanolin, hydrous18@ .20
Ethyl Salicylate	2.10@	2.60	Vanillin (clove oil)	6.25@	7.15	anhydrous20@ .23
Ethyl Vanillin		20.00	(guaiacol)	6.00@	6.90	Magnesium Stearate26@ .30
Eucalyptol	1.00@	1.15	Vetiveryl Acetate			Musk. Cab. pods
Eugenol	3.60@	4.50	Violet Ketone Alpha.	5.00@		ounce 22.50@ Nom.
foreign	3.50@	4.50	Beta	5.50@	8.00	Cab., grained Nominal
Geraniol, dom.	2.00@	6.00	Methyl	5.25@	8.00	Tonquin, pods 20.00@
foreign	2.10@	5.00	Yara Yara (methyl	0.2000	0.00	Tonquin, gr 27.00@
Geranyl Acetate	2.90@	4.00		1.50@	1.75	Orange flower water,
Geranyl Butyrate		12.00	ester)	1.0000	1.10	gal 1.50@
Geranyl Formate	7.00@		BEANS			Petrolatum, white063/8@ .085/8.
	2.10@	2.40	Tonka Beans, Para	1.00@	1.25	Rose water, gal 1.25@
		4.41			A + 64 1	Attoo Water, gate sees 1.40(th
Heliotropin, dom					2.15	
foreign	2.50@		Angostura	2.00@	2.15	Saponin 1.60@

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9.00 6.60 2.00 .37 3.00 3.65

3.65 4.00 1.20

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8.50 4.50 7.00 32.00 11.00

6.00 11.00

17.00 00.00 15.00 6.50 3.75

35.00

4.60 1.60 15.50 28.00 18.00 4.60

8.75

4.00

40.00 70.00 50.00 60.00 50.00

Talc, domestic, ton 1 French 4 Italian 5 Zinc oxide, U. S. P	40.00@ 50.00@	45.00	Verona	.16@ .23@ .25@ .35@ .75@	.20 .55 .90	Para	2.00@ 1.30@ 12.00@	.32 2.10 1.40 12.50 1.75
CRUDE DRU		.20	Reseda flowers, powd. Rhubarb Root, powd.	1.50@	1.65	Guarana	3.25@	3.65
Almond Meal	.20@	.35	Rice starch Rose leaves, red	.12@ 1.20@	.15 1.40	Sumatra	.40@	.45
Henna, powdered	$1.00@ \\ .16@$	.35	pale	.50@		Gum galbanum Gum myrrh	.25@	1.50
Lavender flowers, se- lect	.45@	.60	Sandalwood chips Vetivert root	.30@	.50	Clibanum, tears	.19@	5.50
Orange flowers	.30@ .40@	1.00	Violet flowers GUMS AND BA	.95@	1.15	Styrax		.14 3.35
Orris root, Florentine powdered	.20@ .25@	.25 .70	Balsam Copaiba, S. A.	.30@	.34	Venice turpentine, true, gal	.30@	

## **Essential Oils**

(Continued from Page 591)

general but the buyers appear interested only in parcels which can be bought at a price. The result has been some buying but of goods not of the highest possible quality. Jasmin products are generally easy but no sharp cut is anticipated. Orange flower products and neroli are being shaded in some directions. Other items are dull and little is heard of them.

The citrus oil division shows little firmness and prices on lemon and orange have been sharply reduced in almost every quarter. The anticipation of a new crop of good quality and large size is at least partly responsible for the desire of sellers both here and abroad to liquidate. Lemon has dropped to levels where it should be attractive but does not seem to be. Orange is similarly placed, Bergamot has also declined again and is now at record low levels despite efforts abroad to stabilize the market and hold the price in line. Oil of limes has eased slightly but is still very firm as a result of the destruction caused by the West Indian hurricane.

Domestic oils are low. There has been heavy buying of peppermint, and spearmint has also been moved into the consumers' hands in fairly large volume. But this movement has not checked the desire to sell on the part of weak country holders or anxious spot merchants and both these oils are unsettled with the tendency toward slightly lower levels. Neither is at record low price levels but both are well below normal in current quotations. Wormseed, whose advance has threatened, has subsided again and can be had a bit cheaper than last month. Stocks, however, are not large and stock remedy buying for spring is expected to bring an advance. Wormwood is down to very reasonable prices but no one seems to be interested in it.

Seed and spice oils have moved slowly downward during the month. October was a good consuming month, the seasonal demand about reaching its peak then. There has been some tapering off in the demand since the end of last month and the present market is a quiet affair. Prices have sagged on a few items and have held steady on others. Clove, which seemed to be a strong feature is no longer so favorably regarded. In fact, some shading of resale lots has been reported. Anise and cassia are both quite sharply lower owing to heavier offerings from the primary markets at much more reasonable price levels.

## **Synthetics and Derivatives**

(Continued from Page 591)

tones are moving fairly well at the moment but prices cover a very wide range as to seller.

On the whole, the market has not been altogether unsatisfactory and there are signs of increased purchasing for current needs if not for stock. Both makers and importers have found business fair during the month.

### Vanilla Beans

The market has been rather quiet with not much in the way of buying. Some purchases of Bourbons at existing low prices have been reported and it is said that extract makers have taken in some fair stocks. This has been without effect upon the market, however. Mexicans remain quite firm but reports regarding the new crop indicate that next season may see a different turn. Estimates now are that the new crop of Mexicans will run as high as 220,000 pounds of whole beans and 90,000 pounds of cuts, which is very large. It is also reported that the quality will probably be excellent. With such a crop of good quality, it may be expected that the market will decline when the beans begin to arrive. On the whole, however, no sensational change in the situation is indicated for the next few months.

## Crude Drugs and Sundries

Trading has been along exceedingly narrow lines and prices on many items have shown a tendency to decline during the last few weeks. Buyers have shown little interest in renewed offerings at lower prices. Cardamom seeds are lower. Red rose leaves are in heavier supply and lower. Gum benzoin, both Siam and Sumatra, is weaker. Gum myrrh has also been offered at cheaper levels both spot and shipment. Orristot is the firm exception to the general idea of lower prices.

Miscellaneous products have shown very few signs of any upward movement thus far. Eucalyptus is offered at cheaper levels. Citronella has also eased off slightly owing to light demand and pressure to sell on the part of one or two importers. Patchouli is slightly easier. Other items show little in the way of feature. The general market is at a level where real buying should take place.

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## Rice Hull Soap Industry

EXTENSIVE use of tons of rice hulls, heretofore regarded as waste by rice mills located on the Sacramento River in California, for a new cleansing product was announced on September 11th by H. A. Javins, head of the Klenzit Laboratory of Elk Grove.

The laboratory has been making a soap powder from the waste hulls for the past two years and is now planning to engage in the manufacture on a large scale.

At the Rice Growers' Association of California, this product drew much attention and won the endorsement of the association. It was pointed out that the discovery of a commercial use for the rice hulls will give the soap powder by-product a value almost as great as that for the rice itself.

The product may be used for cleaning bathroom porcelain and the hands, as well as having numerous other uses. The powder is made from the hulls and coconut palm and olive oils.

#### Soap Serum for Cobra Bites

A dispatch from Paris to the *United Press* says that common soap can be made into a serum that will neutralize the effects of the deadly cobra bite. Announcement of the new serum was made by Dr. Jean Vincent, noted toxicologist.

Dr. Vincent, inventor of a typhoid serum, informed the Academy of Sciences of his discovery.

Soap, carefully prepared, he said, will neutralize the toxins of the cobra poison. It will neutralize and halt the action of most alkaloidic and metallic toxins, he added.

One two-millionth of a milligramme, he told the academy, is capable of neutralizing a usually fatal dose of tetanic toxin.

#### Soap Makers to State Contents Accurately

A corporation manufacturing soap products, signing stipulation, No. 683, with the Federal Trade Commission, agreed to stop use of the word "olive" as part of its trade name or as a label for its products so as to imply that they are composed in substantial part of olive oil, when such is not the fact.

Use of the words "olive" or "olive oil" in any way as descriptive of its products will be discontinued so as not to confuse buyers into believing that the soap is composed in substantial part of olive oil.

## Saponification of Fats in the Cold\*

THE method described by the author is applied principally in the manufacture of fine soaps (toilet soaps), which can contain a small proportion of fatty substances which are not saponified (0.3 to 0.8%). In Dalican's method of determining the titer of the tallows (point of solidification of the fatty acids), saponification is produced by means of potassium lye at 50° Bé, in the presence of alcohol. The alcohol is then driven off by addition of water and slight boiling. The author mentions various attempts, including the following: 30 gms. of tallow are treated in a water bath at 60° with 25 gms. of potassium lye at 50° Bé. As soon as the mass thickens, it is placed in the drying oven and heated to 100° to 105° for an hour and a half.

The soap is completely dissolved and the water removed by distillation. The saponification has been tried with 50 to 52 p. of soda lye at 38° Bé. After this treatment, about 15% of non-saponified fatty substances remained.

Another attempt was made with 50 to 52 p. of coconut oil and 5 p. of soda lye at 38° Bé. The saponification obtained proved to be almost complete. 50 gms. of neutral tallow, reduced to minute fragments, are treated at 40° with 25 gms. of potassium lye at 52° The thickened mass is placed in the oven at 100° to 105° for an hour and a half and treated as above. After this treatment, only 0.1% of the soap obtained is not saponified. The author mentions various other attempts by working with soda lye at 40° Bé on tallow, coconut oil or lard and heating for an hour and a half in the oven at temperatures of 60° to 40°. A residue of not more than 0.02 to 0.1% of the soap obtained is not saponified. Toilet soaps are also obtained by saponification of a mixture of tallow and coconut oil at a low temperature. To sum up, fine soaps can be obtained at temperatures not exceeding 60° by using about 14% alkaline lye for the saponification of various substances.

\* Seifen Ind., 1928, T. 6, No. 3, pp. 39-42.

## Perfumed Flower Bracelets Popular (Special Correspondence)

LONDON.—Fashionable women are now commencing to wear the new crystal bracelets filled with perfume. Crystal roses, for example, are filled with rose perfume, violets with violet essence, but the loveliest of all are the crystal mimosa bracelets, filled with fragrant mimosa perfume. These bracelets, which are exceedingly attractive, bid fair to be a rage during the coming fall.

# Application of Soaps in the Rayon Industry

by Paul I. Smith

THE rayon industry is today one of the great industries of the world, its growth and development being due to the whole-hearted co-operation and application of technologists and chemists, engineers and chemical engineers. Every year witnesses increasing demands by the peoples of all nations for artificial silk, whether alone or mixed with every variety of textile.

The manufacture of rayon whilst comparatively simple in principle or first essentials, is exceedingly complicated in detail. There are several forms of artificial silk but each one has as its foundation the complex organic substance cellulose. The principal kinds of silk are Viscose (Cross and Bevan); Acetate; Cellulose Nitrates (Chardonnel); Cuprammonium (Pauly). The most popular at the present time is viscose silk.

#### Viscose Silk

Viscose silk is made by first treating cotton fibre, waste cotton, with caustic soda until it swells and then mixing it with carbon disulphide. A jelly-like product is produced which forms a gelatinous mass in water which can be moulded. This cellulose compound, cellulose xanthate, when forced through small capillary tubes under great pressure, forms threads of viscose silk. These threads after purifying with weak acids, precipitating with alcohol or brine, washing, desulphurizing and bleaching are in a condition to be finished.

It is in the finishing of viscose silk that considerable quantities of soap are used,

Until a few years ago the finishing of rayon was greatly neglected, indeed manufacturers could not appreciate the fact that the public possessed a true artistic sense; that is, they would not purchase anything that was crude and inferior looking. A material sold as artificial silk must bear a "close resemblance" to real silk to be marketable—note the quoted words. American manufacturers were the first to concentrate attention upon the finishing of rayon, and today this process is one of the most important and complicated in the factory schedule.

There are a variety of rayon finishes but the follow ing recommended by Johann Eggerd, "The Chemical Treatment of Viscose Yarn," The Rayon Record August, 1930, is representative.

"36 Kgs. of good, neutral soda soap were dissolved at 60 to 70° C. in 36 litres of softened water, and after solution had taken place 29 Kgs. of good, pale oleic acid were added to the soap solution. For finishing, 5.4 to 7.2 Kgs. of the cold mixture were dissolved in 700 to 800 litres of softened water. The bath was used at a temperature of 45 to 50° C. for the purpose of impregnating the centrifuged, moist rayon. After 15 to 20 Kgs. of rayon (calculated on the dry state — about 400 hanks) had been treated, 25 to 30 litres of fresh dilute soap oleic acid solution were added to the finishing bath. The finishing bath was completely renewed at definite intervals of time."

The tendency at the present time is for manufacturers to purchase ready made finishes. These are made up of sulphonated oils, usually castor, oleic or olive together with soaps and other substances to

stabilize the emulsions. The great drawback of these preparations is that unless the free acid used in sulphonating the oil is perfectly neutralized with sodium hydroxide then the yarn is attacked and at once diminishes in strength.

After treatment in the finishing solution the hanks of viscose yarn are placed in bundles in the centrifuge to remove surplus liquor.

Following the finishing process, is the chemical aftertreatment of desulphurizing the bleaching of the yarn ready for dyeing. This after-treatment is usually carried out in special machines or by spraying; the latter is more expensive and takes longer but the result is generally more satisfactory.

The soap used in the rayon industry is usually of vegetable origin and absolutely neutral. Olive, cotton seed, palm and coconut are some of the common sources.

Different manufacturers working under various conditions prefer special soaps according to the kind of finish they desire. The great thing is to know the manufacturer's peculiar requirements. This can only be possible to those who make a special study of the market.

There are wide possibilities in the rayon industry for the progressive soap manufacturer. He may concentrate on the production of neutral cheap soaps or special finishing mixtures composed of sulphonated castor and other oils incorporated with soaps.

## Incompleteness of Former Fat Analyses\*

by Dr. A. Steger

BY means of the determination of the hydrogen number it was found that oleostearic acid must have three double bonds and accordingly must have an iodine number of 274. The iodine number hitherto made of wood oil of 160-170 was still only shown as the apparent number. In collaboration with van Loon it was possible by the use of a large excess of Wijs' solution and prolonging the time of contact to seven days to determine the true iodine number of 224 and 274 respectively for wood oil as well as for oleostearic acid. Since it is not feasible in practice that the determination of the iodine number should last seven days, the time of contact was maintained for two and one-half hours and the excess of Wijs' solution systematically raised. Thereby a constancy of results showed that between the iodine number and excess of Wijs' solution the graphically applied iodine number ascends in a simple broken line whose endpoint results in the true iodine number. Therefore, the halogen equivalent of wood oil corresponds to the formation of tetra and hexa halides and that the first two equilibria set in by themselves very quickly; the third very slowly. The normal line is determined by a practical example as follows: The apparent iodine number is determined in the usual manner, calculating the value found by means of a simple formula and comparing the result obtained with the Wijs' excess used as abcisse, called the ordinate of the normal line.

The carrying forward of the report should be certain, for, with three wood oils that were regarded as

<sup>\*</sup>Seifenseider Zeitung, Vol. 5-6, No. 13 (1929). (Continued on Page 599)

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# Deterioration of Soaps\*

Use of Anti-Oxidizers Important in their Manufacture by Victor Boulez

Y a notable coincidence, the same issue of La Parfumerie Moderne, contains two articles on the same subject, which is an indication of how interesting that subject is: one entitled "Odorous Substances in Soap Manufacture," by Arthur Lewinson, Docteur ès-Sciences, chemist and perfumer, Nyon (Switzerland); the other: "Notes on the Perfumes Employed in Soap Manufacture," from Perf. and Essent. Oil Rec. 19. The first, which is carefully documented and the continuation of which is promised in a later issue, shows very plainly the effect of odorous substances on the preservation of soaps. Copper vats are undesirable, as they cause deterioration or rancidity of the soaps. Some substances play the part of a fixer or stabilizer, while others oppose one another in their reactions, or they serve as accelerators and consequently react on a substance as unstable as soap is in general, as it is in a permanent state of dissociation, as it were. Practically, of course, complete stability is rarely attained. The result is that the soap spoils easily, and this is revealed by discoloration in spots, beginning on the surface, destruction of the perfumes, and an unpleasant odor of fat or rancidity. All these it is important to prevent. The articles mentioned will give an idea of how necessary it is to know the reactions of the various essences or of each of their constituents, especially in the presence of soap. But if one took too much to heart the disadvantages of certain essences in the matter of preserving soap and perfumes, as well as their reactions to each other, one would end by avoiding their use and renouncing all the unlimited combinations possible, for fear of ultimate destruction. That danger is the literal truth, and is avoided in a certain degree only by the use of other fragrant or odorless substances which have been named fixers, but which are sometimes rather inconvenient, because of their color, odor, price, etc., which prevent the result desired. For example, the preparation of a white soap with eau de cologne, the odor of the fixer itself, which modifies that of the desired soan. the price of the fixer for ordinary soaps, etc.

If the perfumes act on the soaps, the latter, no matter how neutral they may be, especially if they are alkaline or acid, act on the perfumes: furthermore, there is no equilibrium in a soap, it is a mass that reacts continually. Making a soap strictly neutral is hindered not only by practical difficulties which can be overcome; it is also dangerous from the point of view of preservation of the soap. Because of the various substances reacting in the presence of the soap, this neutral state is often ephemeral. I have treated this subject in detail in numerous works, of which certain

ones are enumerated in the February, 1927, Bulletin of La Parfumerie Moderne, under the heading: "The Rancidity of Soaps," of which the process, the causes and the effects were examined during the course of my researches. I have also described the influence and the reactions of certain essences, particularly in the preservation of soaps. I shall not enter into the details of my studies, as the article I wrote for La Parfumerie Moderne, mentioned above, gives a rather complete summary of them. My results have been confirmed by those mentioned in the article by Mr. Lewinson.

It is with a view of solving this problem of the preservation of soaps that I undertook certain lengthy and extremely delicate studies; they included the study of soap itself, the influence or action of external agents: air (oxygen), humidity, heat (temperature), light, etc., the constituents of the soaps and the substances foreign to them and normally contained in them, the action of essence or their constituents, and finally, the study of a considerable number of substances, their favorable or unfavorable influence on soaps, and the modifications of the constituents resulting from these reactions. These studies having been crowned with success. I deposited a sealed envelopewith the Academy of Sciences in 1895: "On the Preservative Action of Certain Substances in the Preservation of Soap." These substances, to be of general use in the manufacture of soap, should have neither odornor color nor deleterious effects, and they should be as. low in price as possible and need no change in the various methods of manufacture that are customary. All these qualities should be combined, so that if they are indispensable for the perfumed soaps, they are equally so for unperfumed soaps, in industrial use, etc. The fixers which I have mentioned for perfumed soaps, are effective, but they are inconvenient because of their own peculiar odor, which is sometimes disagreeable, their color, and their cost, which is prohibitive in the case of certain soaps. The ordinary resins, which are of some use in certain amounts, are undesirable becausetheir color deepens in time, so that this must be avoided by finding a remedy against this remedy; moreover, by their sticky (resinous) character, and their odor, they can be very unpleasant when used in textile, dyeing, etc. It is seen then, from this brief summary, that the study of the actions of odorous substances among themselves and the reactions in connection with soap is of the greatest practical interest as much from the point of view of the preservation of the soap itself as the preservation of the perfume; it presents a problem of which the solution should be found in the discovery and use of neutral substances, in the sense of being inoffensive, without odor, and advantageous in the matter of color, price, and the amount to be used.

The anti-oxidizers I discovered have solved the prob-

<sup>\*</sup>La Parfumerie Moderne, XXII, No. 8, p. 569.

<sup>&</sup>lt;sup>2</sup> Laurente of the Leonard Danel Foundation, Grand Prix of the Industrial Society of the North of France.

lem, and this has been confirmed by the results obtained during the course of many years. I was the first one to point out the specific role of the anti-oxidizers, that is, that an anti-oxidizer for one substance is not one for some other substance. These results have been confirmed by various authors who have occupied themselves with interesting reactions, the application of which in the various branches of industry has an importance of the first order. Moreover, it is necessary that these anti-oxidizers should not have what I shall call antagonistic properties, if they are to be used as desired; resorcin, for example, could not be used in soap, nor in many other substances. It was therefore necessary to have recourse to substances having no disadvantages which could hinder their use in soap manufacture. From a great number of anti-oxidizers, the reactions of which I discovered, I selected certain ones composed of sulphur, including the hyposulphite of sodium, and a more active combination which I have called "Autoxyl," for which the hyposulphite serves as a support. These substances are low in price, lower than soap, and although they are used in small quantities, they help to lower the price of soap and make its manufacture profitable. The advantages obtained by the use of these anti-oxidizers are numerous and certain, and they are of capital importance in preventing the deterioration of soap, and its consequences, that is, discredit for the brand, return of the soap to the manufacturer, destruction or change of the perfume, unpleasant odor of the toilet soaps. In the case of household or industrial soaps, they prevent an unpleasant appearance and an unpleasant odor, for the most beautiful soaps, the whitest, change more quickly, and the deterioration is also visible sooner: for example, I have in my possession soaps of various brands which when fresh were white and magnificent in appearance, and which have become more or less rapidly brown or mahogany in color.

Soaps containing certain amounts of resin escape some of these disadvantages when they are unperfumed, for sometimes it leads to the destruction of certain perfumes; but in addition to being undesirable for certain uses, owing to the resin, they also take on an unpleasant brownish appearance, which the anti-oxidizers retard or prevent. Their effectiveness has been demonstrated for sufficiently long time in the manufacture of millions of kilos of soaps to be conclusive.

In the rapid manufacture of soaps, either for the toilet by means of drying machines, for household uses (the Marseille variety), by chilling machines, the anti-oxidizers prevent the accidents which are due to this kind of manufacture, and of which many manufacturers have had to complain. They are indispensable.

In using them, one is in any case protected against certain accidents, and this more economical and advantageous mode of manufacture can be revived without the disadvantages that many manufacturers have pointed out, which have caused them to abandon machines for rapid manufacture of soap.

We can sum up, then, by saying that the use of antioxidizers is an important step forward in soap manufacture, as it is in other industries, where they are used more and more generally as knowledge spreads of the beneficial effects produced by them.

## How Good Toilet Soap Is Recognized\*

by Dr. Oscar Uhl

THE present rapidly moving era of business compels the business man not only to complete his business experience but also to expand his knowledge of manufactured goods. It is indeed important to be able to judge true quality and form. Every retailer who carries perfume today, also sells soap, and for his information several selected remarks are of interest. Naturally I do not speak of the well known brands of soap where the name means quality alone, but of the second grade soaps that every retailer (which does not cater to the first class trade) must carry today. What must the retailer demand of a good soap? In general that it is a milled and unfilled product containing 80 per cent fat. The fat content of a soap is not generally determined at first glance, although those who work frequently with soap keep in mind certain characteristics. It can be readily seen that a filled soap as compared with an unfilled one is dead and dull. The filler, which for the most part consists of talc, lowers the detergent action because the fatty acid salt of the soap is important for cleaning. One can, without much difficulty, carry out an experiment, in which a small piece of soap is dissolved in absolute alcohol. If the soap contains a filler such as talc, it does not dissolve in the alcohol but remains as a solid powder on the bottom of the container. On cooling, the soap solution is a gelatinous mass liquifying on warming. Considerable cheap soap, however, is bought and sold and it is necessary that one demand a milled, unfilled soap of 80 per cent fat content. Beside the fat content, keeping quality plays an important role. This is closely connected again with the problem of rancidity and as everyone who has handled soap has experienced, unfortunately, a soap on long keeping, spots brown, all too frequently; the perfume is totally lost and the soap takes on a tallow odor. It has become rancid. Every soap will become rancid and spot yellow after a prolonged time, but one must require that a good toilet soap keep at least half a year. Light and air assist rancidity and it is a well-known fact that pieces of soap that are on display lose not only their odor but their color and furthermore are spotted brown so that one should keep toilet soap in the dark instead of in closed cartons. Great temperature fluctuations are very unfavorable, especially in contact with moist air. Then moisture collecting on the surface of the soap dissolves it which on drying, produces a white unsightly coating.

Rancidity is due chiefly to a deficiency of alkali. Roughly separated, small unsaponified oil drops are suspended in the soap mass, which cause a further decomposing action to take place on long storage, and rancidity results. Those who manufacture soap know that the problem of a stable soap is not as simple as this. By all means it is not true that if the remainder of the oil be saponified, an unobjectionable product results. Often there form noteworthy equilibriums in the soap itself, that simply aggravates a further attack of the caustic alkali. Even if practically all of the soap is saponified, undesired reactions which cause rancidity take place. In some cases the hot soap may be poured into frames before complete saponification,

<sup>\*</sup>Der Parfumerie-Handel, Vol. 3, No. 4 (1929).

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and the cooling retarded. Much further saponification takes place in this way. Then the soap is run on cold rolls for sudden chilling and dried as chips to a fat content of 75 to 80 per cent for further use. The free alkali is changed to carbonate by the carbon dioxide in the air. The concentration of carbon dioxide in a strong air blast can be too great, for the chips can be blown sour, and the traces of fatty acid formed can start rancidity. Also difficulties might appear because of rancidity with proportionately longer storage of the chips which because of their greater area, form a favorable point of attack for the carbon dioxide of the air. Rancid soap does not act favorably on the hands because traces of fatty acid already present leaves a raw feeling on the skin. In saying a few words on the sharpness of soap, it must be established that the finishing operations for the most part are not correctly carried out, for most toilet soaps are finished either too strong or too weak according to newer methods. If a soap should actually be finished too strong, the alkalinity would certainly be removed by dilution with water, therefore this cannot be regarded as an important point. Of course each skin reacts differently. The greasy hand has present some alkali to saponify so action on the skin does not take place.

As a further important quality a good toilet soap must have a balanced and stable perfume. The demand is very large for a light or pure white product. It is truthfully said that such white soap can be made only from very pure and light colored fats. The observation is entirely correct. But why are prominent soaps dark colored, for the most part? This is connected with the perfume. If a perfume is to be made very stable it must be sufficiently fixed. That is, it should be mixed with so-called fixatives, which the perfume gives up with a protective covering so that it is not as easily volatilized, either in the soap or on the hands. These fixatives are for the most part dark colored resins which color strongly but fix well. On the other hand these soaps are somewhat more strongly perfumed, which also deepens the color. A most stable and well rounded perfume should be the aim, whether the soap manufactured is light or dark in color. If a pure white soap is taken as an example it will be gray and unsightly after it lays in the lavatory a few days. Its suitability often is dependent on the delicate perfume noticed on entering the bathroom. Not the lightest colored but the best perfumed and finished soap must be the aim. The perfume should be a heavy and close phantasy odor as the most popular one. The simple odors are somewhat less in demand.

In conclusion it can be said that the most important requirements of a good toilet soap are to have 80 per cent fat content, to be stable more than a half year, to have a mild copious lather, and to contain a fragrant and stable perfume.

#### Worse Than Chile

HUSBAND (feeling a twinge in the back while he is tuning in the wireless receiver)—"I believe I'm getting lumbago."

WIFE—"What's the use, dear? You won't be able to understand a word they say."—Epworth Herald.

# Features of the Soap Materials Market (Continued from Next Page)

#### **Industrial Chemicals**

There has been a fair movement of alkalis on contract. The largest makers of caustic soda have issued a "schedule" for contract business which repeats the prices quoted a year ago. At the same time, it is well known in the market that some business over 1931 has been done at below this "schedule" and that competition both for contract and for spot business has been keen. Not as much contract business has been closed as is usual but it is anticipated that the end of the year will find the normal number of orders booked. Spot quotations are subject to shading to levels well below the asking prices of makers. Other chemicals are quiet and in general, easy. There is talk of shading on real business but most of the reports heard are unconfirmed.

## Other Soap Materials

The market has been quiet with the soap trade not much interested in supplies. Rosin has declined further in the darker grades but from "Nancy" up, prices have firmed up on better business and lighter stocks. The starch market is unchanged but may be easier if grains continue their recent trend. Other items are dull with little heard of them.

## Incompleteness of Former Fat Analysis

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pure from origin and preparation the iodine number lays on this normal line. In comparison, a wood oil was examined that was not carefully stored for three years whose iodine number proceeded below the normal line. It could also be shown that always only addition and no substitution was exhibited, for which the entire lapse of time of the apparent iodine number line coincides with the true iodine number as an endpoint. Besides, it can be determined with linseed oil that with normal time of contact of two and a half hours the true iodine number is reached first with 100 per cent excess of Wijs' solution. Less excess gives low results. While with wood oil the conjugated double bonds themselves suppress no equivalent opposite to the halogen The case appears to be probable that with linseed oil no conjugated double bonds are present. Prolonging the time of contact more than two hours is without effect on the iodine number. This is also an argument that also here the substitution is finished. Only with an old linseed oil is it shown that the iodine number is dependent on the time of contact. iodine number of the total fatty acids from it, however, remained constant and yielded a slightly excessive number by the use of Wijs' solution. Also a linolenic acid methyl ester yielded after an 8 day contact with Wijs' solution a constant iodine number of 252. Olive oil yielded finally after a contact of one hour (250 per cent excess Wijs' solution) an iodine number of 81 and after a 7 day contact about 85. In comparison with the isolated fatty acids the iodine number remained entirely constant so that it should be recommended that the isolated fatty acids and not the glycerides themselves be used to determine the iodine number.

## Soap Materials Market

## Vegetable Oils

Since our last review, coconut oil has experienced an advance in price. During the past few weeks, some fair sized orders were placed for this and also for next year as far ahead as June. Copra in Manila has been holding quite steady lately and the mills in the Philippines are not offering future shipments very freely. Nearby shipments in tank cars are quoted at 5%c, lb. Pacific Coast and 5%c, lb. New York while future shipments are %c, to %c, lb, higher.

Crude cottonseed oil has been holding quite steady lately with sales at 6%c. and 6½c. lb. in the South East and Valley and for the present, there is a tendency on the part of producers to hold for higher levels. Crude corn oil is quite scarce due to the small corn crop this year and sales were last made at 7½c. lb. Midwest mills with comparatively little offered for nearby shipment.

Palm oils have not been very active recently as buyers and sellers views are too far apart but at the same time, there is a good deal of buying interest around the market. Commercial olive oil is moving in a routine way at around 80 to 82c. per gallon for nearby deliveries and sulphur olive oil foots, for nearby are available at 6½c. lb. f.o.b, New York. New crop olive oil and olive foots are fractionally lower.

A. H. HORNER.

#### Glycerine

The market has been steady during the month and without unusual feature. There has been an excellent demand throughout the Northern states for glycerine for radiator purposes and this demand has aided in sustaining the market, not only for the 30 degree grade, customarily employed for this purpose but for the other qualities as well. The movement of C. P. into consumption has not been active and prices are just steady with no signs of unusual firmness. Crude grades have held their own and so has dynamite although business in the latter has been restricted to such parcels as were needed and there has been no sign that explosives manufacturers or others were contemplating anything in the way of substantial purchasing. The anti-freeze movement is expected to be extended during the next few months and will doubtless account for any increased tone of firmness in the market, such as is anticipated in some quarters.

### Tallow

Although threatening at various times to climb the price scale or descend to lower depths the market during the period has held fairly steady. It is the consensus that there is little likelihood of an appreciable change during the balance of the year. The larger producers have their tallow output for this month and part, at least, of next month's already booked, while the smaller renderers, who usually sell weekly, are experiencing no difficulty in moving their production.

During the past ten days there has been a firmer attitude on the part of sellers due to good export inquiry for tallow with the prospective buyers willing to consider deliveries during the early part of next year. In fact, several hundred tons were booked, but the volume thus far has not mounted to such proportions as to cause an advance in the domestic quotation.

The market on City Extra tallow is considered 5%c. to 5%c. loose New York; Choice or Fancy tallow 5%c. to 5%c. loose. The best grade of House Grease is held at 4%c. to 4%c. per pound loose; Yellow Grease at about the same level; No. 2 tallow 4%c. to 4%c.

The larger packers in the Middle West are well sold in advance on Prime Packers' tallow. Because of this and the fact that buyers are showing considerable interest at the last price of 5½c. loose Chicago, some producers are asking ½c. per pound more.

E. H. FREY.

(Continued on Preceding Page)

## Soap Materials

## Tallow and Grease

Tallow, New York, Extra 4%c. Edible, New York, 6%c. Yellow Grease, New York, 4%c. White Grease, New York, 4%c.

Rosin, New York, November 15, 1930.

Common to good. 5.35 K

Conmon to good 5.35 K D 5.40 M E 5.45 N F 5.50 W.G G 5.50 W.W H 5.50 X I 5.55 Starch, pearl, per 100 lbs. \$3.52 @ Starch, powdered, per 100 lbs. 3.62 @	5.60 5.65 6.10 7.35 8.35 8.60
Stearic acid, single pressed, per lb.       .11 @         Stearic acid, double pressed, per lb.       .11½@         Stearic acid, triple pressed, per lb.       .13½@         Glycerine, C. P., per lb.       .13 @         Dynamite       .11 @         Soap, lye, crude 80 per cent, loose per lb.       .07 @         Saponfication per lb.       .08 @	.14¼ .11¼ .07¼ .08¼
Oils           Castor, No. 1, per lb.         .12½@           Castor, No. 3, per lb.         .12 @           Coconut, Ceylon, Dom., per lb.         .06%@           Corn, crude, per lb.         .09 @           Cotton, crude, per lb.         .08½@           Cotton, refined, per lb., New York         .08½@           Olive, denatured, per gal.         .80 @           Olive Foots, prime green, per lb.         .05½@           Palm, Lagos, per lb.         .05½@           Palm Niger, per lb.         .05¼@           Palm, kernel, per lb.         .06 @           Peanut, crude, per lb.         .99½@           Soya Beans, per lb.         .08%@	.13 1/2
Chemicals	

# Borax crystals, per ton 66.00 @71.00 Borax, granular, per ton 60.00 @65.00 Potash Caustic, 88@92 per cent, per lb., N. Y. .06%@..06

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